

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM299208

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
MORGAN STANLEY & CO. LLC (FKA MORGAN STANLEY & CO. INCORPORATED)		10/11/2013	LIMITED LIABILITY COMPANY: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	CATALINA MARKETING PROCUREMENT, LLC
<b>Street Address:</b>	200 CARILLON PARKWAY
<b>Internal Address:</b>	C/O: CATALINA MARKETING CORPORATION
<b>City:</b>	ST. PETERSBURG
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33716
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE
<b>Name:</b>	CATALINA HEALTH RESOURCE, LLC
<b>Street Address:</b>	200 CARILLON PARKWAY
<b>Internal Address:</b>	C/O: CATALINA MARKETING CORPORATION
<b>City:</b>	ST. PETERSBURG
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33716
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE
<b>Name:</b>	CATALINA MARKETING WORLDWIDE, LLC
<b>Street Address:</b>	200 CARILLON PARKWAY
<b>Internal Address:</b>	C/O: CATALINA MARKETING CORPORATION
<b>City:</b>	ST. PETERSBURG
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33716
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE
<b>Name:</b>	CATALINA-PACIFIC MEDIA, LLC
<b>Street Address:</b>	200 CARILLON PARKWAY
<b>Internal Address:</b>	C/O: CATALINA MARKETING CORPORATION
<b>City:</b>	ST. PETERSBURG
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33716

TRADEMARK

<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE
<b>Name:</b>	CMJ INVESTMENTS, LLC
<b>Street Address:</b>	200 CARILLON PARKWAY
<b>Internal Address:</b>	C/O: CATALINA MARKETING CORPORATION
<b>City:</b>	ST. PETERSBURG
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33716
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 115**

Property Type	Number	Word Mark
Serial Number:	85511825	BEHAVIORLINK
Serial Number:	78777375	CATALINA CONNECTIONS
Serial Number:	85429967	CATALINA DIGITAL NETWORK
Serial Number:	85306713	CATALINA HEALTH & WELLNESS CONSUMER
Serial Number:	85289704	CATALINA HEALTH CONSUMER
Serial Number:	85438264	CATALINA HEALTH SOLUTIONS
Serial Number:	85425281	CATALINA HEALTH STRATEGIES
Serial Number:	78350051	CATALINA MARKETING
Serial Number:	85188788	CATALINA PRECISION BRAND BUILDING
Serial Number:	85188771	CATALINA PRECISION BRAND BUILDING
Serial Number:	85104641	CATALINACOUPONNETWORK
Serial Number:	85104637	CATALINACOUPONNETWORK.COM
Serial Number:	85104629	CATALINACOUPONS
Serial Number:	85104644	CATALINACOUPONS.COM
Serial Number:	85302646	CATALINAS
Serial Number:	77341380	CHECKOUT SWEEPS
Serial Number:	77341300	CHECKOUT SWEEPSTAKES
Serial Number:	85028936	COUPONNETWORK
Serial Number:	77341376	EPHARMAWARE
Serial Number:	78931470	PERIMETER CONNECTIONS
Registration Number:	1454173	CHECKOUT COUPON
Registration Number:	1630024	CHECKOUT COUPON
Registration Number:	1630288	CHECKOUT COUPON
Registration Number:	1679620	QUICK CASH
Registration Number:	1979593	CHECKOUT REBATE
Registration Number:	1981109	PAY FOR PERFORMANCE
Registration Number:	1989427	CHECKOUT PRIZES INSTANT GAME
Registration Number:	2004234	CHECKOUT MESSAGE
Registration Number:	2051998	INTEGRATED PRICE LABEL

**TRADEMARK**

Property Type	Number	Word Mark
Registration Number:	2161630	CHECKOUT COUPON
Registration Number:	2232893	HEALTH RESOURCE
Registration Number:	2235203	CHECKOUT RX
Registration Number:	2258808	WEB BUCKS
Registration Number:	2277189	VALUPAGE
Registration Number:	2295020	WEB BUCK
Registration Number:	2373242	E-CENTIVES
Registration Number:	2413513	WEB BUCKS
Registration Number:	2423130	
Registration Number:	2447342	CATALINA MARKETING UNIVERSITY
Registration Number:	2461395	CATALINA MARKETING NETWORK
Registration Number:	2477190	HEALTH RESOURCE
Registration Number:	2491916	COMPLIANCE DIRECT
Registration Number:	2499282	DIRECT PHARMACEUTICAL MARKETING NETWORK
Registration Number:	2513714	VALUPAGE-MAIL
Registration Number:	2515580	CATALINA MARKETING LOYALTY SERVICES
Registration Number:	2516472	BAR
Registration Number:	2557836	PRESCRIPTION ACTIVATED RESEARCH
Registration Number:	2565787	
Registration Number:	2603238	BRAND AWARENESS COUNTERMAT
Registration Number:	2604923	BAR RX
Registration Number:	2606388	CATALINA MARKETING
Registration Number:	2606455	BUYER ACTIVATED RESEARCH
Registration Number:	2624986	PHARMAWARE
Registration Number:	2644817	LOYALTY QUOTIENT
Registration Number:	2649406	BEHAVIOR ACTIVATED RESEARCH
Registration Number:	2664875	NUTRIENT NEWS
Registration Number:	2679432	WEB BUCKS
Registration Number:	2708262	E-CENTIVES
Registration Number:	2778625	PHARM AWARE
Registration Number:	2802484	CHECKOUT DIRECT
Registration Number:	2839579	
Registration Number:	2860092	CATALINA MARKETING
Registration Number:	2900641	CAREBRIEF
Registration Number:	2905335	CHECKOUT SMART REWARDS
Registration Number:	2921959	
Registration Number:	3003710	CATALINA CATEGORY MARKETING
Registration Number:	3108784	SIMPLY SMART MARKETING
Registration Number:	3124848	EMPOWER MY HEALTH

**TRADEMARK**

Property Type	Number	Word Mark
Registration Number:	3242521	CHECKOUTLINK
Registration Number:	3286304	CHECKOUT PRIZES
Registration Number:	3318883	MAESTRO
Registration Number:	3320839	CATALINA CONNECTIONS
Registration Number:	3320840	CATALINA CONNECTIONS
Registration Number:	3320841	CONNECT WHERE IT COUNTS
Registration Number:	3332771	CATALINA PRODUCT ALERT
Registration Number:	3348641	LOYALTY QUOTIENT
Registration Number:	3367215	CHECKOUT PRIZES INSTANT WIN GAME
Registration Number:	3392641	RXCONX
Registration Number:	3484922	PATIENTLINKIQ
Registration Number:	3492259	CATALINA CONSUMER BENCHMARKS
Registration Number:	3532406	PATIENTLINK
Registration Number:	3541168	CHECKOUT CASH
Registration Number:	3590524	CHECKOUT DISCOUNT
Registration Number:	3590526	CHECKOUT SAVINGS
Registration Number:	3591238	PATIENTLINK CONSUMER HEALTH MEDIA
Registration Number:	3639480	NUTRIENT NEWS
Registration Number:	3685543	CATALINA HEALTH RESOURCE
Registration Number:	3694006	EPATIENTLINK
Registration Number:	3764786	POINTER MEDIA NETWORK
Registration Number:	3768771	POINTER MEDIA NETWORK POWERED BY CATALIN
Registration Number:	3768773	POINTER MEDIA NETWORK POWERED BY CATALIN
Registration Number:	3788228	PIVOTAL POINT CONSUMER
Registration Number:	3792515	DYNAMIC ADHERENCE
Registration Number:	3805054	INTEGRATED ADHERENCE
Registration Number:	3855585	CHR
Registration Number:	3884046	YOURBUCKS
Registration Number:	3923953	SIMPLE SUBSTITUTE
Registration Number:	3923954	SIMPLE SUBSTITUTES
Registration Number:	3924183	PATIENT LINK
Registration Number:	3944313	CATALINA
Registration Number:	3944365	PATIENTLINKMC
Registration Number:	3944366	ADHERENCE REWARDS
Registration Number:	3971357	CHECKOUT
Registration Number:	4041664	COUPON NETWORK
Registration Number:	4042232	CATALINA
Registration Number:	4078238	HEALTH CONSUMER JOURNEY
Registration Number:	4079503	PATIENT JOURNEY

**TRADEMARK**

**REEL: 005243 FRAME: 0684**

Property Type	Number	Word Mark
Registration Number:	4085269	CATALINA COUPONS
Registration Number:	4100261	HEALTH & WELLNESS CONSUMER JOURNEY
Registration Number:	4188125	ENGAGING INSIGHTS. HEALTHIER OUTCOMES.
Registration Number:	4191960	CATALINA HEALTH
Registration Number:	4208118	PRESCRIBER CENTRIC TARGETING
Registration Number:	4253604	CATALINA BUYERVISION
Registration Number:	4299175	PRESCRIBERLINK
Registration Number:	4299221	MEMBERLINK

**CORRESPONDENCE DATA**

**Fax Number:** 6508385109

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

**Phone:** 650-838-3743

**Email:** JLIK@SHEARMAN.COM

**Correspondent Name:** BENJAMIN PETERSEN

**Address Line 1:** 3000 EL CAMINO REAL, 6TH FLOOR

**Address Line 2:** SHEARMAN & STERLING LLP

**Address Line 4:** PALO ALTO, CALIFORNIA 94306

**ATTORNEY DOCKET NUMBER:** 37051/61

**NAME OF SUBMITTER:** BENJAMIN PETERSEN

**SIGNATURE:** /BENJAMIN PETERSEN/

**DATE SIGNED:** 03/25/2014

**Total Attachments: 17**

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## INTELLECTUAL PROPERTY SECURITY AGREEMENT RELEASE

This INTELLECTUAL PROPERTY SECURITY AGREEMENT RELEASE (the "*Release*") dated as of October 11, 2013, is made by Morgan Stanley & Co. LLC, as collateral agent (together with any successor collateral agent appointed pursuant to the Credit Agreement, the "*Collateral Agent*") for the Secured Parties in favor of Catalina Marketing Procurement, LLC; Catalina Health Resource, LLC; Catalina Marketing Worldwide, LLC; Catalina-Pacific Media, LLC and CMJ Investments, LLC (collectively, the "*Grantors*"). All capitalized terms used herein and not otherwise defined shall have the meaning assigned to such terms in that certain Security Agreement, dated October 1, 2007, among Checkout Holdings Corp., a Delaware corporation, Checkout Acquisition Corp., a Delaware corporation (which on the Closing Date was merged with and into Catalina Marketing Corporation, a Delaware corporation, with Catalina Marketing Corporation surviving such merger as the borrower, the "*Borrower*"), each of the subsidiaries of the Borrower listed on Annex A thereto, and the Collateral Agent.

WHEREAS, pursuant to the Security Agreement, the Grantors executed that certain Intellectual Property Security Agreement, dated as of October 1, 2007 (as amended, amended and restated, supplemented, or otherwise modified from time to time, including by subsequent First Lien IP Security Agreements, the "*IP Security Agreement*") whereby the Grantors granted to the Collateral Agent for the ratable benefit of the Secured Parties a security interest in and to certain intellectual property of the Grantors;

WHEREAS, the IP Security Agreement was recorded with the United States Patent and Trademark Office on October 15, 2007 at Reel 019955 and Frame 0896, with respect to U.S. patents and patent applications, and at Reel 003640 and Frame 02853 with respect to U.S. trademarks and trademark applications, and with the United States Copyright Office on October 23, 2007, at Volume 3559 and Page 255;

WHEREAS, the IP Security Agreement Supplement was recorded with the United States Patent and Trademark Office on April 30, 2008 at Reel 020882 and Frame 0278, with respect to U.S. patents and patent applications, and at Reel 003769 and Frame 0697 with respect to U.S. trademarks and trademark applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on October 3, 2008 at Reel 021626 and Frame 0918, with respect to U.S. patents and patent applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on October 3, 2008 at Reel 021617 and Frame 0861, with respect to U.S. patents and patent applications, and at Reel 003864 and Frame 0504 with respect to U.S. trademarks and trademark applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on December 8, 2008 at Reel 003899 and Frame 0361, with respect to U.S. trademarks and trademark applications;

*Intellectual Property Security Agreement Release*

**TRADEMARK**  
**REEL: 005243 FRAME: 0686**

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on March 25, 2009 at Reel 003959 and Frame 0110, with respect to U.S. trademarks and trademark applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on September 21, 2009 at Reel 004066 and Frame 0426, with respect to U.S. trademarks and trademark applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on April 19, 2012 at Reel 028073 and Frame 0596, with respect to U.S. patents and patent applications, and at Reel 004760 and Frame 0486 with respect to U.S. trademarks and trademark applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on June 15, 2012 at Reel 004800 and Frame 0962, with respect to U.S. trademarks and trademark applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on June 13, 2012 at Reel 028366 and Frame 0643, with respect to U.S. patents and patent applications; and with the United States Patent and Trademark Office on June 15, 2012 at Reel 004800 and Frame 0976, with respect to U.S. trademarks and trademark applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on June 13, 2012 at Reel 028366 and Frame 0811, with respect to U.S. patents and patent applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on June 13, 2012 at Reel 028366 and Frame 0971, with respect to U.S. patents and patent applications, with the United States Patent and Trademark Office on June 15, 2012 at Reel 004800 and Frame 0985, with respect to U.S. trademarks and trademark applications, and with the United States Copyright Office on June 20, 2012, at Volume 3617 and Page 334;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on June 12, 2012 at Reel 028363 and Frame 0785, with respect to U.S. patents and patent applications; and with the United States Patent and Trademark Office on June 13, 2012 at Reel 004800 and Frame 0687, with respect to U.S. trademarks and trademark applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on June 12, 2012 at Reel 028363 and Frame 0807, with respect to U.S. patents and patent applications; and with the United States Patent and Trademark Office on June 13, 2012 at Reel 004800 and Frame 0803, with respect to U.S. trademarks and trademark applications;

*Intellectual Property Security Agreement Release*

**TRADEMARK**  
**REEL: 005243 FRAME: 0687**

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on June 13, 2012 at Reel 004800 and Frame 0828, with respect to U.S. trademarks and trademark applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on June 12, 2012 at Reel 028363 and Frame 0818, with respect to U.S. patents and patent applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on June 13, 2012 at Reel 028363 and Frame 0828, with respect to U.S. patents and patent applications; and at Reel 004800 and Frame 0837, with respect to U.S. trademarks and trademark applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on June 13, 2012 at Reel 028363 and Frame 0849, with respect to U.S. patents and patent applications; and at Reel 004800 and Frame 0869, with respect to U.S. trademarks and trademark applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on June 13, 2012 at Reel 028366 and Frame 0624, with respect to U.S. patents and patent applications; and with the United States Patent and Trademark Office on June 15, 2012 at Reel 004800 and Frame 0953, with respect to U.S. trademarks and trademark applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on September 20, 2012 at Reel 029019 and Frame 0256, with respect to U.S. patents and patent applications; and at Reel 004865 and Frame 0008, with respect to U.S. trademarks and trademark applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on December 18, 2012 at Reel 029495 and Frame 0607, with respect to U.S. patents and patent applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on March 22, 2013 at Reel 030064 and Frame 0474, with respect to U.S. patents and patent applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on July 10, 2013 at Reel 030783 and Frame 0198, with respect to U.S. patents and patent applications;

WHEREAS, the First Lien IP Security Agreement was recorded with the United States Patent and Trademark Office on September 27, 2013 at Reel 031307 and Frame 0361, with respect to U.S. patents and patent applications; and

WHEREAS, in accordance with the provisions of the Security Agreement and the IP Security Agreement, the Collateral Agent now desire to release its security interest in and to the Collateral (as defined below).

*Intellectual Property Security Agreement Release*

**TRADEMARK**  
**REEL: 005243 FRAME: 0688**



NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Collateral Agent hereby agrees as follows:

SECTION 1. Release of Grant of Security. The Collateral Agent hereby releases to the Grantor its security interest in all of the Grantor's right, title and interest in and to the following (the "*Collateral*"):

(i) all patents and patent applications, including, without limitation, the patents and patent applications set forth in Schedule A hereto (the "*Patents*");

(ii) all trademarks and service mark rights, including, without limitation, the trademark and service mark registrations and applications set forth in Schedule B hereto, together with the goodwill symbolized thereby (the "*Trademarks*");

(iii) all copyrights, whether registered or unregistered, including, without limitation, the copyright registrations and applications and exclusive copyright licenses set forth in Schedule C hereto (the "*Copyrights*");

(iv) all reissues, divisions, continuations, continuations-in-part, extensions, renewals and reexaminations of any of the foregoing, all rights in the foregoing provided by international treaties or conventions, all rights corresponding thereto throughout the world and all other rights of any kind whatsoever of such Grantor accruing thereunder or pertaining thereto;

(v) any and all claims for damages and injunctive relief for past, present and future infringement, dilution, misappropriation, violation, misuse or breach with respect to any of the foregoing, with the right, but not the obligation, to sue for and collect, or otherwise recover, such damages.; and

(vi) any and all proceeds of, collateral for, income, royalties and other payments now or hereafter due and payable with respect to, and supporting obligations relating to, any and all of the Collateral of or arising from any of the foregoing.

SECTION 2. Recordation. The Collateral Agent authorizes and requests that the Register of Copyrights, the Commissioner for Patents and the Commissioner for Trademarks and any other applicable government officer record this Release.

SECTION 3. Governing Law. This Release shall be governed by, and construed in accordance with, the laws of the State of New York.

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*Intellectual Property Security Agreement Release*

IN WITNESS WHEREOF, the Collateral Agent has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the date first above written.

Morgan Stanley & Co. LLC  
as Collateral Agent

By: \_\_\_\_\_

Name: *STEPHEN B. KYN...*

Title: *Executive Director*

*Intellectual Property Security Agreement Release*

TRADEMARK  
REEL: 005243 FRAME: 0690

SCHEDULE A

Patents and Patent Applications

Title	Patent No.	App. No.	Owner
GAMING METHOD	5007641	07410101	Catalina Marketing Corporation
GAMING METHOD	5080364	07637484	Catalina Marketing Corporation
METHOD AND SYSTEM FOR BUILDING A DATABASE AND PERFORMING MARKETING BASED UPON PRIOR SHOPPING HISTORY	5201010	07886385	Catalina Marketing Corporation
CHECK READER METHOD AND SYSTEM FOR READING CHECK MICR CODE	5237620	07885649	Catalina Marketing Corporation
CHECK TRANSACTION PROCESSING, DATABASE BUILDING AND MARKETING METHOD AND SYSTEM UTILIZING AUTOMATIC CHECK READING	5305196	07886382	Catalina Marketing Corporation
METHOD AND SYSTEM FOR BUILDING A DATABASE AND PERFORMING MARKETING BASED UPON PRIOR SHOPPING HISTORY	5327508	08016991	Catalina Marketing Corporation
FOCUSED COUPON SYSTEM	5353218	07947285	Catalina Marketing Corporation
METHOD AND SYSTEM FOR BUILDING A DATABASE AND PERFORMING MARKETING BASED UPON PRIOR SHOPPING HISTORY	5388165	08177690	Catalina Marketing Corporation
CHECK TRANSACTION PROCESSING, DATABASE BUILDING AND MARKETING METHOD AND SYSTEM UTILIZING AUTOMATIC CHECK READING	5430644	08336880	Catalina Marketing Corporation
CHECK TRANSACTION PROCESSING, DATABASE BUILDING AND MARKETING METHOD AND SYSTEM UTILIZING AUTOMATIC CHECK READING	5448471	08221622	Catalina Marketing Corporation
MULTI TOKEN GAMING METHOD	5588649	08569318	Catalina Marketing Corporation
METHOD AND SYSTEM FOR BUILDING A DATABASE AND PERFORMING MARKETING BASED UPON PRIOR SHOPPING HISTORY	5592560	08303631	Catalina Marketing Corporation
METHOD AND SYSTEM FOR BUILDING A DATABASE FOR USE WITH SELECTIVE INCENTIVE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES	5621812	07063413	Catalina Marketing Corporation
METHOD AND SYSTEM FOR BUILDING A DATABASE FOR USE WITH SELECTIVE INCENTIVE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES	5638457	08178056	Catalina Marketing Corporation
METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES	5642485	08458172	Catalina Marketing Corporation
METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES	5644723	08178052	Catalina Marketing Corporation
METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES	5649114	08457299	Catalina Marketing Corporation
CHECK TRANSACTION PROCESSING, DATABASE BUILDING AND MARKETING METHOD AND SYSTEM UTILIZING AUTOMATIC CHECK READING	5659469	08429938	Catalina Marketing Corporation

*Intellectual Property Security Agreement Release*

Title	Patent No.	App. No.	Owner
METHOD AND SYSTEM FOR BUILDING A DATABASE FOR USE WITH SELECTIVE INCENTIVE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES	5675662	08302521	Catalina Marketing Corporation
METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES	5687322	08457300	Catalina Marketing Corporation
ELECTRIC COUPONING METHOD AND APPARATUS	5710886	08491367	Catalina Marketing Corporation
FOCUSED COUPON SYSTEM	5822735	08316909	Catalina Marketing Corporation
METHOD AND APPARATUS FOR SELECTIVE DISTRIBUTION OF DISCOUNT COUPONS BASED ON PRIOR CUSTOMER BEHAVIOR	5832457	08417064	Catalina Marketing Corporation
SYSTEM AND METHOD FOR OFFERING TARGETED DISCOUNTS TO CUSTOMERS	5857175	08514467	Catalina Marketing Corporation
METHOD AND APPARATUS FOR GENERATING PERSONAL IDENTIFICATION NUMBERS FOR USE IN CONSUMER TRANSACTIONS	5892827	08663680	Catalina Marketing Corporation and Kirk W. Beach
METHOD AND SYSTEM FOR USING A FREQUENT SHOPPER CARD AS A PHONE CALLING CARD	5915007	09059371	Catalina Marketing Corporation
SYSTEM AND APPARATUS FOR DISPENSING COUPONS HAVING SELECTIVELY PRINTED BORDERS AROUND PREFERRED PRODUCTS	5926795	08953646	Catalina Marketing Corporation
SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO CUSTOMERS THROUGH A COMPUTER NETWORK	5970469	08622685	Catalina Marketing Corporation
METHOD AND APPARATUS FOR GENERATING PURCHASE INCENTIVES BASED ON PRICE DIFFERENTIALS	5974399	08924029	Catalina Marketing Corporation
SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO CUSTOMERS THROUGH A COMPUTER NETWORK	6014634	08905501	Catalina Marketing Corporation
METHOD AND APPARATUS FOR GENERATING PURCHASE INCENTIVE MAILING BASED ON PRIOR PURCHASE HISTORY	6026370	08920355	Catalina Marketing Corporation
ELECTRONIC DISCOUNT COUPONING METHOD AND APPARATUS FOR GENERATING AN ELECTRONIC LIST OF COUPONS	6035280	08630330	Catalina Marketing Corporation
METHOD OF AND SYSTEM FOR DISTRIBUTING AND REDEEMING ELECTRONIC COUPONS	6041309	09220414	Catalina Marketing Corporation
COMMUNICATING WITH A COMPUTER BASED ON AN UPDATED PURCHASE BEHAVIOR CLASSIFICATION OF A PARTICULAR CONSUMER	6055573	09226174	Catalina Marketing Corporation
METHOD AND SYSTEM FOR AUTOMATICALLY GENERATING ADVISORY INFORMATION FOR PHARMACY PATIENTS ALONG WITH NORMALLY TRANSMITTED DATA	6067524	09226209	Catalina Marketing Corporation
COUPON DELIVERY SYSTEM	6076068	08713205	Catalina Marketing Corporation
METHOD OF AND SYSTEM FOR DISTRIBUTING AND REDEEMING ELECTRONIC COUPONS	6076069	09160748	Catalina Marketing Corporation
SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO CUSTOMERS THROUGH A COMPUTER NETWORK	6185541	09310382	Catalina Marketing Corporation

*Intellectual Property Security Agreement Release*

**TRADEMARK**  
**REEL: 005243 FRAME: 0692**

Title	Patent No.	App. No.	Owner
METHOD AND APPARATUS FOR AUTOMATICALLY GENERATING ADVISORY INFORMATION FOR PHARMACY PATIENTS	6240394	08764139	Catalina Marketing Corporation
AN IMPROVED PROMOTIONAL FINANCIAL TRANSACTION MACHINE METHOD	6260758	09047220	Catalina Marketing Corporation
SYSTEM AND APPARATUS FOR DISPENSING COUPONS HAVING SELECTIVELY PRINTED BORDERS AROUND PREFERRED PRODUCT	6278979	09215226	Catalina Marketing Corporation
PROCESS, SYSTEM AND COMPUTER READABLE MEDIUM FOR IN-STORE PRINTING OF DISCOUNT COUPONS AND/OR OTHER PURCHASING INCENTIVES IN VARIOUS DEPARTMENTS WITHIN A RETAIL STORE	6282516	09323538	Catalina Marketing Corporation
COMMUNICATING WITH A COMPUTER BASED ON THE OFFLINE PURCHASE HISTORY OF A PARTICULAR CONSUMER	6298330	09472069	Catalina Marketing Corporation
METHOD AND SYSTEM FOR PRINTING A COMBINATION PHARMACEUTICAL LABEL AND DIRECTED NEWSLETTER	6304849	09511485	Catalina Marketing Corporation
METHOD AND SYSTEM FOR BUILDING A DATABASE FOR USE WITH SELECTIVE INCENTIVE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES	6307958	08896840	Catalina Marketing Corporation
METHOD AND SYSTEM FOR ELECTRONIC DISTRIBUTION OF PRODUCT REDEMPTION COUPONS	6321208	08425185	Catalina Marketing Corporation
METHOD AND APPARATUS FOR SELECTIVE DISTRIBUTION OF DISCOUNT COUPONS	6321210	09659333	Catalina Marketing Corporation
METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES	6334108	08734675	Catalina Marketing Corporation
METHOD AND SYSTEM FOR ELECTRONIC DISTRIBUTION OF PRODUCT REDEMPTION COUPONS	6336099	09065545	Catalina Marketing Corporation
CHECK TRANSACTION PROCESSING, DATABASE BUILDING AND MARKETING METHOD AND SYSTEM UTILIZING AUTOMATIC CHECK READING	6351735	08701456	Catalina Marketing Corporation
METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES	6377935	08815756	Catalina Marketing Corporation
METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES	6424949	08820020	Catalina Marketing Corporation
TARGETED MARKETING AND PURCHASE BEHAVIOR MONITORING SYSTEM	6484146	08978856	Catalina Marketing Corporation
SYSTEM AND METHOD FOR BAR CODE RENDERING AND RECOGNITION	6493110	09543736	Catalina Marketing Corporation
METHOD OF AND SYSTEM FOR DISTRIBUTING AND REDEEMING ELECTRONIC COUPONS	6584448	09437059	Catalina Marketing Corporation
METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES	6684195	09632810	Catalina Marketing Corporation
METHOD AND APPARATUS FOR SELECTIVE DISTRIBUTION OF DISCOUNT COUPONS BASED ON PRIOR CUSTOMER BEHAVIOR	6795809	09146199	Catalina Marketing Corporation
SYSTEM AND METHOD FOR BAR CODE RENDERING AND RECOGNITION	6882442	10314267	Catalina Marketing Corporation

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**TRADEMARK**  
**REEL: 005243 FRAME: 0693**

Title	Patent No.	App. No.	Owner
SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO CUSTOMERS THROUGH A COMPUTER NETWORK	6885994	09716404	Catalina Marketing Corporation
COUPON DELIVERY SYSTEM	6954732	09468698	Catalina Marketing Corporation
TARGETED MARKETING AND PURCHASE BEHAVIOR MONITORING SYSTEM	7024374	09619134	Catalina Marketing Corporation
METHOD AND APPARATUS FOR GENERATING PURCHASE INCENTIVES BASED ON PRICE DIFFERENTIALS	7058591	09286304	Catalina Marketing Corporation
AUTOMATED METHOD AND SYSTEM FOR AUTOMATED TRACKING, CHARGING AND ANALYSIS OF MULTIPLE SPONSOR DISCOUNT COUPONS	7228285	09452678	Catalina Marketing Corporation
SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO CUSTOMERS THROUGH A COMPUTER NETWORK	7233913	11019217	Catalina Marketing Corporation
SYSTEM TO PROVIDE SPECIFIC MESSAGES TO PATIENTS	7309001	11235083	Catalina Marketing Corporation
SYSTEM AND METHOD FOR USING CARDS FOR SPONSORED PROGRAMS	7398248	10067869	Catalina Marketing Corporation
METHOD AND SYSTEM FOR PROVIDING PROMOTIONS TO A CUSTOMER BASED ON THE STATUS OF PREVIOUS PROMOTIONS	7415426	09826814	Catalina Marketing Corporation
IN-VEHICLE PROMOTIONS SYSTEM	7426480	09373625	Catalina Marketing Corporation
METHOD OF AND SYSTEM FOR MANAGING PROMOTIONS FOR PURCHASE TRANSACTIONS OVER A NETWORK	7599850	09595677	Catalina Marketing Corporation
TARGETED INCENTIVES BASED UPON PREDICTED BEHAVIOR	7653594	10297914	Catalina Marketing Corporation
COMBINATION PRINTER AND ITS PAPER	7708360	11488126	Catalina Marketing Corporation
SYSTEM OF PERFORMING A RETROSPECTIVE DRUG PROFILE REVIEW OF DE-IDENTIFIED PATIENTS	7778930	11573987	Catalina Marketing Corporation
DATA STRUCTURE AND ARCHITECTURE FOR PROCESSING TRANSACTION DATA	7788125	11412903	Catalina Marketing Corporation
METHOD AND SYSTEM FOR PROVIDING PROMOTIONS TO A CUSTOMER BASED ON THE STATUS OF PREVIOUS PROMOTIONS	7870019	11138412	Catalina Marketing Corporation
SYSTEM OF PERFORMING A RETROSPECTIVE DRUG PROFILE REVIEW OF DE-IDENTIFIED PATIENTS	7913900	12062182	Catalina Marketing Corporation
VIRTUAL COUPONING METHOD AND APPARATUS FOR USE WITH CONSUMER KIOSK	7917386	09315822	Catalina Marketing Corporation
COUPON AND INTERNET SEARCH METHOD AND SYSTEM WITH MAPPING ENGINE	7933895	11653308	Catalina Marketing Corporation
INCENTIVE NETWORK FOR DISTRIBUTING INCENTIVES ON A NETWORK-WIDE BASIS AND FOR PERMITTING USER ACCESS TO INDIVIDUAL INCENTIVES FROM A PLURALITY OF NETWORK SERVERS	7958224	09251480	Catalina Marketing Corporation
SYSTEM AND METHOD FOR DISTRIBUTING INFORMATION THROUGH COOPERATIVE COMMUNICATION NETWORK SITES	7966222	08873974	Catalina Marketing Corporation
TARGETED INCENTIVES BASED UPON PREDICTED BEHAVIOR	8001044	12626677	Catalina Marketing Corporation

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TRADEMARK  
REEL: 005243 FRAME: 0694

Title	Patent No.	App. No.	Owner
TARGETED INCENTIVES BASED UPON PREDICTED BEHAVIOR	8005753	12626003	Catalina Marketing Corporation
PHARMACY PRINTER SYSTEM AND METHOD	8072635	11748239	Catalina Marketing Corporation
INTEGRATION OF MULTIPLE CONSUMER COMMUNICATIONS	8082177	12105111	Catalina Marketing Corporation
STORE SOLUTIONS	8104671	12056490	Catalina Marketing Corporation
METHOD OF AND SYSTEM FOR MANAGING PROMOTIONS FOR PURCHASE TRANSACTIONS OVER A NETWORK	8108251	12144557	Catalina Marketing Corporation
PHARMACY NETWORK COMPUTER SYSTEM AND PRINTER	8180653	11366397	Catalina Marketing Corporation
PRODUCT RECALL USING CUSTOMER PRIOR SHOPPING HISTORY DATA	8180669	10501141	Catalina Marketing Corporation
INCENTIVE NETWORK FOR DISTRIBUTING INCENTIVES ON A NETWORK-WIDE BASIS AND FOR PERMITTING USER ACCESS TO INDIVIDUAL INCENTIVES FROM A PLURALITY OF NETWORK SERVERS	8219651	13160753	Catalina Marketing Corporation
SYSTEM AND METHOD FOR DISTRIBUTING INFORMATION THROUGH COOPERATIVE COMMUNICATION NETWORK SITES	8224691	09505632	Catalina Marketing Corporation
SYSTEM AND METHOD FOR ASSESSING THE RISK OF CONJUNCTION OF A ROCKET BODY WITH ORBITING AND NON-ORBITING PLATFORMS	8275498	12848462	Catalina Marketing Corporation
SMALL STORE SYSTEM	8275655	12623498	Catalina Marketing Corporation
METHOD AND SYSTEM FOR MANAGING INVENTORY AND PROMOTIONS CAMPAIGN BASED ON REDEMPTION DATA	8301494	10937505	Catalina Marketing Corporation
COLOR PRINTER TECHNOLOGY	8363265	11481789	Catalina Marketing Corporation
INTEGRATED POS COMPUTER SYSTEM	8392243	11481984	Catalina Marketing Corporation
STORE SOLUTIONS	8464929	13229645	Catalina Marketing Corporation
PROXIMITY-BASED METHOD AND SYSTEM FOR GENERATING CUSTOMIZED INCENTIVES	8484076	10937355	Catalina Marketing Corporation
PHARMACY PRINTER SYSTEM AND METHOD	8531714	13229651	Catalina Marketing Corporation
METHOD AND SYSTEM FOR GENERATING REAL-TIME DIRECTIONS ASSOCIATED WITH PRODUCT PROMOTIONS	8548847	11143705	Catalina Marketing Corporation
METHOD AND SYSTEM FOR ELECTRONIC DELIVERY OF INCENTIVE INFORMATION BASED ON USER PROXIMITY	8554611	10937503	Catalina Marketing Corporation
SYSTEM TO PROVIDE SPECIFIC MESSAGES TO PATIENTS	N/A	11934741	Catalina Marketing Corporation
E-PATIENTLINK	N/A	12121205	Catalina Marketing Corporation
SECURE CUSTOMER RELATIONSHIP MARKETING SYSTEM AND METHOD	N/A	12204480	Catalina Marketing Corporation and Meijer, Inc.
SMALL STORE SYSTEM	N/A	12623482	Catalina Marketing Corporation
SMALL STORE SYSTEM	N/A	12623517	Catalina Marketing Corporation

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Title	Patent No.	App. No.	Owner
COMBINATION PRINTER AND ITS PAPER	N/A	12692419	Catalina Marketing Corporation
COLOR PRINTER TECHNOLOGY	N/A	12738901	Catalina Marketing Corporation
METHOD AND SYSTEM FOR ELECTRONIC DISTRIBUTION OF PRODUCT REDEMPTION COUPONS	N/A	09879823	Catalina Marketing Corporation
METHOD AND SYSTEM FOR ELECTRONIC DISTRIBUTION OF PRODUCT REDEMPTION COUPONS	N/A	09879825	Catalina Marketing Corporation
METHOD AND SYSTEM FOR ELECTRONIC DISTRIBUTION OF PRODUCT REDEMPTION COUPONS	N/A	10871381	Catalina Marketing Corporation
METHOD AND SYSTEM FOR GENERATING INTELLIGENT ELECTRONIC BANNERS BASED ON USER INFORMATION	N/A	10937305	Catalina Marketing Corporation
METHOD AND SYSTEM FOR ELECTRONIC DISTRIBUTION OF PRODUCT REDEMPTION COUPONS	N/A	12247549	Catalina Marketing Corporation
SYSTEM AND METHOD FOR PROVIDING SECURE ELECTRONIC COUPONS TO WIRELESS ACCESS POINT USERS	N/A	11853430	Catalina Marketing Corporation
METHOD AND SYSTEM FOR PRESENTING BANNERS HAVING DIRECT LINK TO USER PROFILE INFORMATION	N/A	10937367	Catalina Marketing Corporation
METHOD AND SYSTEM FOR ELECTRONIC DISTRIBUTION OF INCENTIVES HAVING REAL-TIME CONSUMER-BASED DIRECTIONS	N/A	10937504	Catalina Marketing Corporation
SYSTEM AND METHOD FOR PREVENTING COUPON FRAUD	N/A	10959566	Catalina Marketing Corporation
METHOD AND SYSTEM FOR ELECTRONIC DISTRIBUTION OF PRODUCT REDEMPTION COUPONS	N/A	11056160	Catalina Marketing Corporation
INCENTIVE NETWORK	N/A	11056166	Catalina Marketing Corporation
INCENTIVE NETWORK	N/A	11056167	Catalina Marketing Corporation
METHOD AND SYSTEM FOR ELECTRONIC DISTRIBUTION OF PRODUCT REDEMPTION COUPONS	N/A	11056171	Catalina Marketing Corporation
VIRTUAL COUPONING METHOD AND APPARATUS FOR USE WITH CONSUMER KIOSK	N/A	12816021	Catalina Marketing Corporation
ASSUMED DEMOGRAPHICS, PREDICTED BEHAVIOR, AND TARGETED INCENTIVES	N/A	12870764	Catalina Marketing Corporation
SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO CUSTOMERS THROUGH A COMPUTER NETWORK	N/A	09401198	Catalina Marketing Corporation
SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO CUSTOMER THROUGH A COMPUTER NETWORK	N/A	09401939	Catalina Marketing Corporation
N/A	N/A	09410086	Catalina Marketing Corporation
N/A	N/A	09526535	Catalina Marketing Corporation
PRICE PAID DATABASE METHOD AND SYSTEM	N/A	09730592	Catalina Marketing Corporation
N/A	N/A	09756787	Catalina Marketing Corporation
SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO CUSTOMERS THROUGH A COMPUTER NETWORK	N/A	09756788	Catalina Marketing Corporation

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**TRADEMARK**  
**REEL: 005243 FRAME: 0696**



Title	Patent No.	App. No.	Owner
METHOD AND SYSTEM FOR TIMING PROMOTIONS BASED ON A PRIOR RECEIPT OF PROMOTIONS	N/A	09776714	Catalina Marketing Corporation
PAIRED PROMOTION ARCHITECTURE	N/A	09828122	Catalina Marketing Corporation
METHOD AND SYSTEM FOR THE DIRECT DELIVERY OF PRODUCT SAMPLES	N/A	09873185	Catalina Marketing Corporation
COMMUNICATING WITH A COMPUTER BASED ON THE OFFLINE PURCHASE HISTORY OF A PARTICULAR CONSUMER	N/A	09893775	Catalina Marketing Corporation
SYSTEM, METHOD, AND DATABASE FOR PROCESSING TRANSACTIONS	N/A	08935116	Catalina Marketing Corporation
CUSTOMER COMPLAINT ALERT SYSTEM AND METHOD	N/A	09998941	Catalina Marketing Corporation
N/A	N/A	09478351	Catalina Marketing Corporation
SYSTEM AND METHOD FOR COMPUTING MEASURES OF RETAILER LOYALTY	N/A	10451845	Catalina Marketing Corporation
METHOD AND SYSTEM FOR PROVIDING REBATES	N/A	10497852	Catalina Marketing Corporation
SYSTEM AND METHOD FOR PROVIDING RELATIVE PRICE POINT INCENTIVES BASED UPON PRIOR CUSTOMER PURCHASE BEHAVIOR	N/A	10498003	Catalina Marketing Corporation
INCENTIVES BASED UPON ACTIVE KEY SNIFFING	N/A	10973456	Catalina Marketing Corporation
TARGETED MARKETING FOR SUBSCRIPTIONS	N/A	10530878	Catalina Marketing Corporation
AMBER ALERT SYSTEM AND METHOD FOR LOCATING MISSING CHILDREN	N/A	11153377	Catalina Marketing Corporation
ASSUMED DEMOGRAPHICS, PREDICTED BEHAVIOUR, AND TARGETED INCENTIVES	N/A	10559937	Catalina Marketing Corporation
DELIVERY OF TARGETED OFFERS FOR MOVE THEATERS AND OTHER RETAIL STORES	N/A	10565498	Catalina Marketing Corporation
SYSTEM, METHOD AND DATABASE FOR PROCESSING TRANSACTIONS	N/A	11454013	Catalina Marketing Corporation
SYSTEM AND METHOD FOR SPECIAL ACCOUNTS	N/A	11538181	Catalina Marketing Corporation
PERSONAL PORTABLE DEVICES	N/A	11554095	Catalina Marketing Corporation
TARGETED INCENTIVES BASED UPON PREDICTED BEHAVIOR	N/A	11554663	Catalina Marketing Corporation
ASSUMED DEMOGRAPHICS, PREDICTED BEHAVIOR, AND TARGETED INCENTIVES	N/A	11561721	Catalina Marketing Corporation
POS NETWORK INCLUDING PRINTING AND HIGHLIGHTING	N/A	11680938	Catalina Marketing Corporation
POS PRINTING TRIGGERED BY PHARMACY PRESCRIPTION ORDERS	N/A	11761813	Catalina Marketing Corporation
N/A	N/A	60943432	Catalina Marketing Corporation
PROJECT BASED TRACKING SYSTEM AND METHOD	N/A	11831584	Catalina Marketing Corporation
METHOD OF AND SYSTEM FOR MANAGING PROMOTIONS FOR PURCHASE TRANSACTIONS OVER A NETWORK	N/A	13285125	Catalina Marketing Corporation
PRODUCT RECALL USING CUSTOMER PRIOR SHOPPING HISTORY DATA	N/A	13471192	Catalina Marketing Corporation

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Title	Patent No.	App. No.	Owner
PHARMACY NETWORK COMPUTER SYSTEM AND PRINTER	N/A	13471220	Catalina Marketing Corporation
INCENTIVE NETWORK FOR DISTRIBUTING INCENTIVES ON A NETWORK-WIDE BASIS AND FOR PERMITTING USER ACCESS TO INDIVIDUAL INCENTIVES FROM A PLURALITY OF NETWORK SERVERS	N/A	13544502	Catalina Marketing Corporation
SYSTEM AND METHOD FOR PRESCRIBER-CENTRIC TARGETING	N/A	13546511	Catalina Marketing Corporation
SMALL STORE SYSTEM	N/A	13593078	Catalina Marketing Corporation
VOLTAGE TRANSLATION CIRCUIT	N/A	13627327	Catalina Marketing Corporation
BASKET AGGREGATOR AND LOCATOR	N/A	13630510	Catalina Marketing Corporation
METHOD AND SYSTEM FOR MANAGING INVENTORY AND PROMOTIONS CAMPAIGN BASED ON REDEMPTION DATA	N/A	13665013	Catalina Marketing Corporation
SYSTEM AND METHOD FOR CUSTOMIZED SEARCH RESULTS BASED ON A SHOPPING HISTORY OF A USER, RETAILER IDENTIFICATIONS, AND ITEMS BEING PROMOTED BY RETAILERS	N/A	13783955	Catalina Marketing Corporation
INTEGRATED POS COMPUTER SYSTEM	N/A	13784021	Catalina Marketing Corporation
SYSTEM AND METHOD OF A SCALE CONFIGURED TO ENCODE ITEM INFORMATION	N/A	61798633	Catalina Marketing Corporation
SYSTEM AND METHOD OF MEASURING LIFT IN A MARKETING PROGRAM	N/A	13844530	Catalina Marketing Corporation
SYSTEM AND METHOD OF INITIATING IN-TRIP AUDITS IN A SELF-CHECKOUT SYSTEM	N/A	13896862	Catalina Marketing Corporation
STORE SOLUTIONS	N/A	13920024	Catalina Marketing Corporation
METHOD AND SYSTEM FOR GENERATING CERTIFICATES HAVING UNIQUE ID DATA	N/A	13925667	Catalina Marketing Corporation
PROXIMITY-BASED METHOD AND SYSTEM FOR GENERATING CUSTOMIZED INCENTIVES	N/A	13936862	Catalina Marketing Corporation
PHARMACY PRINTER SYSTEM AND METHOD	N/A	13967286	Catalina Marketing Corporation

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**TRADEMARK**  
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**SCHEDULE B**

**Trademarks and Trademark Applications**

Trademark	Reg. No.	App. No.	Owner
BEHAVIORLINK	N/A	85511825	Catalina Marketing Corporation
CATALINA CONNECTIONS	N/A	78777375	Catalina Marketing Corporation
CATALINA DIGITAL NETWORK	N/A	85429967	Catalina Marketing Corporation
CATALINA HEALTH & WELLNESS CON	N/A	85306713	Catalina Marketing Corporation
CATALINA HEALTH CONSUMER	N/A	85289704	Catalina Marketing Corporation
CATALINA HEALTH SOLUTIONS	N/A	85438264	Catalina Marketing Corporation
CATALINA HEALTH STRATEGIES	N/A	85425281	Catalina Marketing Corporation
CATALINA MARKETING	N/A	78350051	Catalina Marketing Corporation
CATALINA PRECISION BRAND BUILD	N/A	85188788	Catalina Marketing Corporation
CATALINA PRECISION BRAND BUILD	N/A	85188771	Catalina Marketing Corporation
CATALINACOUPONNETWORK	N/A	85104641	Catalina Marketing Corporation
CATALINACOUPONNETWORK.COM	N/A	85104637	Catalina Marketing Corporation
CATALINACOUPONS	N/A	85104629	Catalina Marketing Corporation
CATALINACOUPONS.COM	N/A	85104644	Catalina Marketing Corporation
CATALINAS	N/A	85302646	Catalina Marketing Corporation
CHECKOUT SWEEPS	N/A	77341380	Catalina Marketing Corporation
CHECKOUT SWEEPSTAKES	N/A	77341300	Catalina Marketing Corporation
COUPONNETWORK	N/A	85028936	Catalina Marketing Corporation
EPHARMAWARE	N/A	77341376	Catalina Marketing Corporation
PERIMETER CONNECTIONS	N/A	78931470	Catalina Marketing Corporation
CHECKOUT COUPON	1454173	73602641	Catalina Marketing Corporation
CHECKOUT COUPON	1630024	74038596	Catalina Marketing Corporation
CHECKOUT COUPON	1630288	74038597	Catalina Marketing Corporation
QUICK CASH	1679620	74153879	Catalina Marketing Corporation
CHECKOUT REBATE	1979593	74683780	Catalina Marketing Corporation
PAY FOR PERFORMANCE	1981109	74700921	Catalina Marketing Corporation
CHECKOUT PRIZES INSTANT GAME	1989427	74506091	Catalina Marketing Corporation
CHECKOUT MESSAGE	2004234	74719257	Catalina Marketing Corporation
INTEGRATED PRICE LABEL	2051998	74719325	Catalina Marketing Corporation
CHECKOUT COUPON	2161630	75240913	Catalina Marketing Corporation
HEALTH RESOURCE	2232893	75305906	Catalina Marketing Corporation
CHECKOUT RX	2235203	75305451	Catalina Marketing Corporation
WEB BUCKS	2258808	75383778	Catalina Marketing Corporation
VALUPAGE	2277189	75365373	Catalina Marketing Corporation
WEB BUCK	2293020	75383777	Catalina Marketing Corporation
E-CENTIVES	2373242	75306695	Catalina Marketing Corporation
WEB BUCKS	2413513	75591519	Catalina Marketing Corporation
DESIGN ONLY	2423130	75838049	Catalina Marketing Corporation
CATALINA MARKETING UNIVERSITY	2447342	75571311	Catalina Marketing Corporation
CATALINA MARKETING NETWORK	2461395	75943162	Catalina Marketing Corporation
HEALTH RESOURCE	2477190	75741961	Catalina Marketing Corporation
COMPLIANCE DIRECT	2491916	75819372	Catalina Marketing Corporation
DIRECT PHARMACEUTICAL MARKETIN	2499282	75436030	Catalina Marketing Corporation
VALUPAGE-MAIL	2513714	75583577	Catalina Marketing Corporation
CATALINA MARKETING LOYALTY SER	2515580	78042491	Catalina Marketing Corporation
BAR	2516472	75908301	Catalina Marketing Corporation
PRESCRIPTION ACTIVATED RESEARC	2557836	75908311	Catalina Marketing Corporation
DESIGN ONLY	2565787	75822673	Catalina Marketing Corporation
BRAND AWARENESS COUNTERMAT	2603238	78056253	Catalina Marketing Corporation
BAR RX	2604923	78045997	Catalina Marketing Corporation

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Trademark	Reg. No.	App. No.	Owner
CATALINA MARKETING	2606388	75837816	Catalina Marketing Corporation
BUYER ACTIVATED RESEARCH	2606455	75908324	Catalina Marketing Corporation
PHARMAWARE	2624986	78026983	Catalina Marketing Corporation
LOYALTY QUOTIENT	2644817	76323262	Catalina Marketing Corporation
BEHAVIOR ACTIVATED RESEARCH	2649406	78045996	Catalina Marketing Corporation
NUTRIENT NEWS	2664875	78056214	Catalina Marketing Corporation
WEB BUCKS	2679432	75883918	Catalina Marketing Corporation
E-CENTIVES	2708262	75724312	Catalina Marketing Corporation
PHARM AWARE	2778625	78055703	Catalina Marketing Corporation
CHECKOUT DIRECT	2802484	78214312	Catalina Marketing Corporation
DESIGN ONLY	2839579	76451090	Catalina Marketing Corporation
CATALINA MARKETING	2860092	78207443	Catalina Marketing Corporation
CAREBRIEF	2900641	78165920	Catalina Marketing Corporation
CHECKOUT SMART REWARDS	2905335	78105722	Catalina Marketing Corporation
DESIGN ONLY	2921959	76450846	Catalina Marketing Corporation
CATALINA CATEGORY MARKETING	3003710	78357603	Catalina Marketing Corporation
SIMPLY SMART MARKETING	3108784	78515389	Catalina Marketing Corporation
EMPOWER MY HEALTH	3124848	78569825	Catalina Marketing Corporation
CHECKOUTLINK	3242521	78957228	Catalina Marketing Corporation
CHECKOUT PRIZES	3286304	78931467	Catalina Marketing Corporation
MAESTRO	3318883	76177316	Catalina Marketing Corporation
CATALINA CONNECTIONS	3320839	78777343	Catalina Marketing Corporation
CATALINA CONNECTIONS	3320840	78777350	Catalina Marketing Corporation
CONNECT WHERE IT COUNTS	3320841	78777392	Catalina Marketing Corporation
CATALINA PRODUCT ALERT	3332771	78931469	Catalina Marketing Corporation
LOYALTY QUOTIENT	3348641	78963967	Catalina Marketing Corporation
CHECKOUT PRIZES INSTANT WIN GA	3367215	78951973	Catalina Marketing Corporation
RXCONX	3392641	77125687	Catalina Marketing Corporation
PATIENTLINKIQ	3484922	78733205	Catalina Marketing Corporation
CATALINA CONSUMER BENCHMARKS	3492259	77380859	Catalina Marketing Corporation
PATIENTLINK	3532406	78532228	Catalina Marketing Corporation
CHECKOUT CASH	3541168	77234897	Catalina Marketing Corporation
CHECKOUT DISCOUNT	3590524	77519737	Catalina Marketing Corporation
CHECKOUT SAVINGS	3590526	77520029	Catalina Marketing Corporation
PATIENTLINK CONSUMER HEALTH ME	3591238	78556609	Catalina Marketing Corporation
NUTRIENT NEWS	3639480	77630478	Catalina Marketing Corporation
CATALINA HEALTH RESOURCE	3685543	77673079	Catalina Marketing Corporation
EPATIENTLINK	3694006	77606190	Catalina Marketing Corporation
POINTER MEDIA NETWORK	3764786	77623922	Catalina Marketing Corporation
POINTER MEDIA NETWORK POWERED	3768771	77623857	Catalina Marketing Corporation
POINTER MEDIA NETWORK POWERED	3768773	77623920	Catalina Marketing Corporation
PIVOTAL POINT CONSUMER	3788228	77627629	Catalina Marketing Corporation
DYNAMIC ADHERENCE	3792515	77801053	Catalina Marketing Corporation
INTEGRATED ADHERENCE	3805054	77801049	Catalina Marketing Corporation
CHR	3855585	77796247	Catalina Marketing Corporation
YOURBUCKS	3884046	77829766	Catalina Marketing Corporation
SIMPLE SUBSTITUTE	3923953	77860597	Catalina Marketing Corporation
SIMPLE SUBSTITUTES	3923954	77860606	Catalina Marketing Corporation
PATIENT LINK	3924183	78521772	Catalina Marketing Corporation
CATALINA	3944313	85125505	Catalina Marketing Corporation
PATIENTLINKMC	3944365	85159753	Catalina Marketing Corporation
ADHERENCE REWARDS	3944366	85159754	Catalina Marketing Corporation
CHECKOUT	3971357	77871401	Catalina Marketing Corporation
COUPON NETWORK	4041664	85269096	Catalina Marketing Corporation

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Trademark	Reg. No.	App. No.	Owner
CATALINA	4042232	85342560	Catalina Marketing Corporation
HEALTH CONSUMER JOURNEY	4078238	85289701	Catalina Marketing Corporation
PATIENT JOURNEY	4079503	85289700	Catalina Marketing Corporation
CATALINA COUPONS	4085269	85975360	Catalina Marketing Corporation
HEALTH & WELLNESS CONSUMER JOU	4100261	85306708	Catalina Marketing Corporation
ENGAGING INSIGHTS. HEALTHIER O	4188125	85438271	Catalina Marketing Corporation
CATALINA HEALTH	4191960	85438254	Catalina Marketing Corporation
PRESCRIBER CENTRIC TARGETING	4208118	85642360	Catalina Marketing Corporation
CATALINA BUYERVISION	4253604	85598965	Catalina Marketing Corporation
PRESCRIBERLINK	4299175	85511835	Catalina Marketing Corporation
MEMBERLINK	4299221	85532129	Catalina Marketing Corporation

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**TRADEMARK**  
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SCHEDULE C

Copyrights and Copyright Applications

Title	Reg. No.	Owner
COUPON SOLUTION.	TXu297-177	Catalina Marketing Corporation
CHECKOUT DIRECT.	VA632-343	Catalina Marketing International, Inc.
BRIGHTSTREET CONSUMER EXPERIENCE VERSION 2.7.0.	TX5-296-661	Catalina Marketing Corporation
BRIGHTSTREET CONSUMER EXPERIENCE VERSION 2.7.1.	TX5-158-571	Catalina Marketing Corporation

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