

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM332324

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cellfire, Inc.		02/17/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Catalina Marketing Corporation		
<b>Street Address:</b>	200 Carillon Parkway		
<b>City:</b>	St. Petersburg		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33716		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3663093	CF	
<b>Registration Number:</b>	3663094	CF	
<b>Registration Number:</b>	3663095	CELLFIRE	
<b>Registration Number:</b>	3428253	CELLFIRE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	2026638000		
<b>Email:</b>	dctm@pillsburylaw.com		
<b>Correspondent Name:</b>	Patrick J. Jennings		
<b>Address Line 1:</b>	1200 Seventeenth Street, NW		
<b>Address Line 4:</b>	Washington, D.C. 20036		
<b>ATTORNEY DOCKET NUMBER:</b>	74599-0000001		
<b>NAME OF SUBMITTER:</b>	Patrick J. Jennings		
<b>SIGNATURE:</b>	/Pat Jennings/		
<b>DATE SIGNED:</b>	02/17/2015		
<b>Total Attachments: 2</b>			
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## TRADEMARK ASSIGNMENT

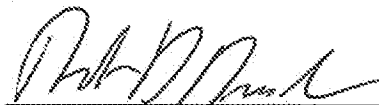
TRADEMARK ASSIGNMENT made as of 2/17/2015 by and among Cellfire, Inc. a Delaware corporation, with an address at 2890 Zanker Road, #200, San Jose, California 95134 (the "Assignor"), and Catalina Marketing Corporation, a Delaware corporation, with an address at 200 Carillon Parkway, St. Petersburg, Florida 33716 (the "Assignee").

1. Assignor owns all right, title, and interest to the United States Trademark Registrations set forth in the attached Schedule A ("the Trademarks"). Assignor wishes to assign all right, title, and interest to the Trademarks to Assignee.

2. NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns, and legal representatives, the entire, full, and exclusive right, title, and interest in and to the Trademarks, together with the good will of the business symbolized by the Trademarks and any applications and/or registrations therefor, and the right (but not the obligation) to assert the Trademarks and to collect for all past, present, and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties, and proceeds of infringement suits, and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

3. Assignor also hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the Trademarks pertain.



Cellfire, Inc.

By: 

Name: ROBERT D. DRESCHER

Title: CEO

**Schedule A**

<b>Mark</b>	<b>Reg. No.</b>	<b>Goods/Services</b>
	3663093	Dissemination of advertising for others via mobile telephone, other wireless devices, and the Internet; promoting the goods and services of others, namely, providing information regarding coupons for the goods and services of others
	3663094	Downloadable software for use in enabling a mobile phone or other wireless device to display text or images
CELLFIRE	3663095	Dissemination of advertising for others via mobile telephone, other wireless devices, and the Internet; promoting the goods and services of others, namely, providing information regarding coupons for the goods and services of others
CELLFIRE	3428253	Computer application software for mobile phones and wireless device