

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM378410

| | | | |
|---|---|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | SECURITY INTEREST | | |
| SEQUENCE: | 1 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Catalina Marketing Corporation | | 03/29/2016 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | JP Morgan Chase Bank, N.A., as administrative agent | | |
| Street Address: | 500 Stanton Christiana Road | | |
| City: | Newark | | |
| State/Country: | DELAWARE | | |
| Postal Code: | 19713 | | |
| Entity Type: | National Banking Association: UNITED STATES | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86287069 | MY FAVORITE DEALS | |
| Serial Number: | 86780386 | BUYERGRAPHICS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 6172359493 | | |
| <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> | | | |
| Phone: | 617-951-7000 | | |
| Email: | trademarks@ropesgray.com | | |
| Correspondent Name: | David Sandyk, Ropes & Gray LLP | | |
| Address Line 1: | 1211 Avenue of the Americas | | |
| Address Line 4: | NewYork, NEW YORK 10036-8704 | | |
| ATTORNEY DOCKET NUMBER: | 111382-0006 | | |
| NAME OF SUBMITTER: | David Sandyk | | |
| SIGNATURE: | /David Sandyk/ | | |
| DATE SIGNED: | 03/29/2016 | | |
| Total Attachments: 5 | | | |
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TRADEMARK SECURITY AGREEMENT

Trademark Security Agreement, dated as of March 29, 2016, by CATALINA MARKETING CORPORATION (a “**Grantor**”), in favor of JPMORGAN CHASE BANK, N.A., in its capacity as administrative agent pursuant to the Credit Agreement (as defined in the Security Agreement, defined below) (in such capacity, the “**Administrative Agent**”).

WITNESSETH:

WHEREAS, the Grantor is party to a First Lien Security Agreement dated as of April 9, 2014 (as amended, amended and restated, supplemented or otherwise modified from time to time, the “**Security Agreement**”) in favor of the Administrative Agent pursuant to which the Grantor is required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Administrative Agent, for the benefit of the Secured Parties, to continue to extend credit under the Credit Agreement, the Grantor hereby agrees with the Administrative Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement and the Credit Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. The Grantor hereby pledges and grants to the Administrative Agent for the benefit of the Secured Parties a lien on and security interest in and to all of its right, title and interest in, to and under all the following Collateral (excluding any Excluded Assets) of the Grantor: Trademarks of the Grantor listed on Schedule I attached hereto.

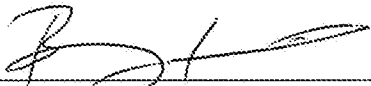
SECTION 3. The Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Administrative Agent pursuant to the Security Agreement and Grantor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the Security Agreement, the terms of which are incorporated herein by reference. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Trademark Agreement shall control unless the Administrative Agent shall otherwise determine.

SECTION 4. Termination. Upon the termination of the Security Agreement in accordance with Section 6.11 thereof, the Administrative Agent shall, at the expense of the Grantor, execute, acknowledge, and deliver to the Grantor an instrument in writing in recordable form releasing the lien on and security interest in the Trademarks under this Trademark Security Agreement.

SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Security Agreement by signing and delivering one or more counterparts.

[Signature pages follow.]

CATALINA MARKETING CORPORATION

By: 
Name: Barry Brindise
Title: Senior Vice President

JPMORGAN CHASE BANK, N.A.,
as Administrative Agent

By: 
Name: Tina Ruyter
Title: Executive Director

[Trademark Security Agreement]

TRADEMARK
REEL: 005760 FRAME: 0229

Schedule I
to
TRADEMARK SECURITY AGREEMENT
TRADEMARK APPLICATIONS

Please see attached.

| Owner | Mark/Name | Serial Number | Filing Date | Reg. Date | Reg. No. | Int'l. Classes |
|--------------------------------|-------------------|---------------|-----------------|-----------|----------|----------------|
| Catalina Marketing Corporation | MY FAVORITE DEALS | 86287069 | May 20, 2014 | N/A | N/A | 35 |
| Catalina Marketing Corporation | BUYERGRAPHS | 86780386 | October 7, 2015 | N/A | N/A | 35 |

TRADEMARK

REEL: 005760 FRAME: 0231

RECORDED: 03/29/2016