

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Trilegiant Corporation		01/29/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Trilegiant Loyalty Solutions, Inc.
Street Address:	7814 Carousel Lane
City:	Richmond
State/Country:	VIRGINIA
Postal Code:	23294
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 5		
Property Type	Number	Word Mark
Serial Number:	76455935	CELLINSURE
Serial Number:	76486322	DATALAB
Serial Number:	76453431	LOLA
Serial Number:	76414247	COMPLETEASSISTANT
Registration Number:	2796353	CHARITY REWARDS

CORRESPONDENCE DATA	
Fax Number:	(973)496-4624
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	973-496-5139
Email:	uspto.mail@cendant.com
Correspondent Name:	Susan L. Crane
Address Line 1:	1 Sylvan Way
Address Line 4:	Parsippany, NEW JERSEY 07054

ATTORNEY DOCKET NUMBER:	TRILEGIANT LOYALTY SOL
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NAME OF SUBMITTER:	Susan L. Crane
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CH \$140.00 76455935

**Total Attachments: 3**

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## ASSIGNMENT OF U.S. TRADEMARK RIGHTS

WHEREAS, Trilegiant Corporation, a corporation of the State of Delaware, with a business address of 100 Connecticut Avenue, Norwalk, CT 06850-3541 (hereinafter "ASSIGNOR") is the owner of the trademarks, United States trademark registrations and pending United States trademark applications that are the subject of this assignment and are set forth on Exhibit 1 (the "Marks");

WHEREAS, Trilegiant Loyalty Solutions, Inc., a Delaware corporation, with a business address at 7814 Carousel Lane, Richmond, VA 23294-4212, (hereinafter "ASSIGNEE") is desirous of acquiring all right, title and interest in and to the Marks;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to it in had paid, and other good and valuable consideration, receipt and sufficiency of which are hereby acknowledged:

1. Assignment. Assignor does hereby assign unto Assignee, all rights, title and interest in and to the Marks together with that portion of its business relating to the Marks and the goodwill appurtenant thereto, including, but not limited to, any right to collect damages for past infringements.
2. Further Assurances. Assignor further agrees, without further consideration, to cause to be performed such lawful acts and to be executed such further assignments and other lawful documents as Assignee may reasonably request to effectuate fully this Agreement and to permit Assignee to be duly recorded as the registered owner and proprietor of the rights hereby conveyed.
3. Governing Law. THIS AGREEMENT SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF DELAWARE, REGARDLESS OF THE LAWS THAT MIGHT OTHERWISE GOVERN UNDER APPLICABLE PRINCIPLES OF CONFLICT OF LAWS THEREOF.
4. Consent to Jurisdiction. Each of the parties (a) consents to submit itself to the personal jurisdiction of any U.S. federal court located in the State of Delaware or any Delaware state

IN TESTIMONY WHEREOF, the undersigned officers of ASSIGNOR and ASSIGNEE, with authority to do so, have this 29<sup>th</sup> day of January, 2004 hereunto set their hands and seals.

TRILEGIANT CORPORATION  
(ASSIGNOR)

By [Signature]  
Name Nathaniel J. Lipman  
Title President + CEO

TRILEGIANT LOYALTY SOLUTIONS, INC.  
(ASSIGNEE)

By [Signature]  
Name Robert G. Rooney  
Title Executive Vice President

STATE OF Connecticut )  
County of Fairfield ) ss.

On this 29 day of January, 2004, before me appeared Nathaniel J. Lipman, the person who signed this instrument, who, being by me duly sworn, acknowledged that he/she was the President + CEO of TRILEGIANT CORPORATION, and has signed said instrument as a free and voluntary act and with the authority to act on behalf of said corporation.

SUBSCRIBED AND SWORN to before me this 29 day of January, 2004  
by \_\_\_\_\_

x [Signature]  
Notary Public

ALDA BRACCIA  
NOTARY PUBLIC  
MY COMMISSION EXPIRES 12/31/05

**EXHIBIT 1**

<b>MARK</b>	<b>APPLICATION NO.</b>	<b>FILING DATE</b>
CELLINSURE and Design	76/455935	10/4/2002
DATALAB	76/486322	1/31/2003
LOLA	76/453431	9/27/2002
CompleteAssistant	76/414247	5/30/2002

<b>MARK</b>	<b>REGISTRATION NO.</b>	<b>REGISTRATION DATE</b>
CHARITY REWARDS	2796353	12/16/2003