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FORM PTO-1594 (Rev. 03/01) (exp. 5/31/2002)

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

(exp. 5/31/2002) TRADEMARKS ONLY	
To the Honorable Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).	
Name of conveying party(ies):	2. Name and address of receiving party(ies):
Trilegiant Corporation	Name: Household International, Inc.
☐ Individual(s) ☐ Association ☐ General Partnership ☐ Limited Partnership ☒ Corporation ☐ Other:	Street Address: 2700 Sanders Road Prospect Heights, IL 60070 Individual(s) Association General Partnership Limited Partnership Corporation Other: Citizenship/State of Incorporation/Organization: Delaware If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment)
	Additional name(s) & address(es) attached?
4. Application number(s) or registration number(s): A. Service Mark Application No.(s) 76/378,940 Additional numbers attached 5. Name and address of party to whom correspondence concerning document should be mailed: Larry L. Saret MICHAEL BEST & FRIEDRICH LLP ATTORNEYS AT LAW 401 NORTH MICHIGAN AVENUE, SUITE 1900 CHICAGO, ILLINOIS 60611 Direct telephone calls to the above at telephone no. (312) 661-2116 or fax no. (312) 661-0029. CERTIFICATE OF FACSIMILE TRANSMISSION I hereby certify that this correspondence is being transmitted by facsimile to Assignment Recordation Services of the U.S. Patent and	B. Trademark Registrations No.(s) Tyes No 1. Total number of applications and registrations involved:1 7. Total fee (37 CFR 3.41) \$40.00 Enclosed Authorized to be charged to deposit account Authorization to charge additional fees (deficiencies) to deposit account 8. Deposit account number: 50-1965
Trademark Office at 703-306-5995 on Date: 08/18/04 Mancy K. Thompson Typed name: Nancy K. Thompson	ATTORNEY DOCKET NO.: 205145-9067
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8. Statement and signature: To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized. Larry L. Saret Name of Person Signing Total number of pages including cover sheet, attachments, and document: 2	

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents and Trademarks, Box Assignments Washington, DC 20231

TRADEMARK REEL: 002928 FRAME: 0345

<u>ASSIGNMENT OF SERVICE MARK</u>

WHEREAS, Trilegiant Corporation, a <u>Joleanne</u> corporation located at 100 Connecticut Avenue, Norwalk, CT 06850 ("Assignor"), is the owner of the service mark CREDITKEEPER ("the Service Mark") and U.S. Application Serial No. 76/378,940 pertaining thereto; and

WHEREAS, Household International, Inc., a Delaware corporation, located at 2700 Sanders Road, Prospect Heights, IL 60070 ("Assignee"), desires to acquire Assignor's worldwide rights in the Service Mark, including the above-named application, together with the goodwill of the business symbolized by said Service Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor has sold, transferred, and assigned and by these presents does hereby sell, transfer, and assign to Assignee all of its rights, title and interest throughout the world in and to said Service Mark and said U.S. Application Serial No. 76/378,940, together with all goodwill of the business symbolized by such Service Mark, including the right to sue for all infringements which may have occurred before execution of this Assignment.

IN WITNESS WHEREOF this Assignment has been duly executed by an authorized officer of Assignor.

Trilegiant Corporation

Rv:

Name:

Title: 🧲

Date

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