

ASSIGNMENT OF SERVICE MARK


WHEREAS, Trilegiant Corporation, a Delaware 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

By: 
Name: Nancy Ann Behjati
Title: Senior Vice President
Date: 3/31/04

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