

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AFFINION PUBLISHING, INC.	FORMERLY Cendant Publishing, Inc.	10/17/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	CD INTELLECTUAL PROPERTY HOLDINGS, LLC		
Street Address:	1 Campus Drive		
City:	Parsippany		
State/Country:	NEW JERSEY		
Postal Code:	07054		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	76154947	THE FREEDOM OF CHOICE. THE POWER OF POINTS.	
Registration Number:	2453903	ELITE REWARDS	
Registration Number:	2580094		
Registration Number:	2703290	UNIFORMED SERVICES SAVINGS NETWORK	
Registration Number:	2843314	WWW.ELITEREWARDS.COM	
CORRESPONDENCE DATA			
Fax Number:	(973)496-4624		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9734965139		
Email:	susan.crane@cendant.com		
Correspondent Name:	Susan Crane		
Address Line 1:	1 Sylvan Way		
Address Line 4:	PARSIPPANY, NEW JERSEY 07054		
ATTORNEY DOCKET NUMBER:	AFFINION TO CDIPH		

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NAME OF SUBMITTER:	Susan L. Crane
Signature:	/susanlcrane/
Date:	10/28/2005
Total Attachments: 2 source=affinion to cdiph#page1.tif source=affinion to cdiph#page2.tif	

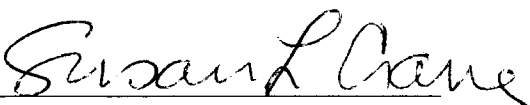
ASSIGNMENT OF U.S. TRADEMARK RIGHTS

WHEREAS Affinion Publishing, Inc., formerly known as Cendant Publishing, Inc. (“Assignor”), a Delaware corporation with its principal place of business at 10750 West Charleston, Suite 130, Las Vegas, NV 89135, 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 CD Intellectual Property Holdings, LLC (“Assignee”), a Delaware corporation with its principal place of business at 1 Campus Drive, Parsippany, NJ 07054, is desirous of acquiring the Marks, the registrations and applications thereof and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, 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.

AFFINION PUBLISHING, INC.

By: 

Name: Susan L. Crane

Title: Vice President, Legal and Assistant Secretary

Dated: October __, 2005

EXHIBIT 1

Mark	Country	App. No.	App. Date	Reg. No	Reg. Date
ELITE REWARDS	United States			2453903	5/22/2001
Miscellaneous (Elite Rewards) Design	United States			2580094	6/11/2002
THE FREEDOM OF CHOICE. THE POWER OF POINTS.	United States	76/154947	10/26/2000		
UNIFORMED SERVICES SAVINGS NETWORK	United States			2703290	4/1/2003
WWW.ELITEREWARDS.CO M	United States			2843314	5/18/2004