

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Aon Consulting, Inc.		10/06/2006	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Aon Corporation		
Street Address:	200 East Randolph Street		
Internal Address:	8th Floor -- Law Department		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2726826	AON CONSULTING'S LOYALTY INSTITUTE	
CORRESPONDENCE DATA			
Fax Number:	(312)474-0448		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-474-6300		
Email:	janderfuren@marshallip.com		
Correspondent Name:	Marshall, Gerstein & Borun LLP		
Address Line 1:	233 S. Wacker Drive		
Address Line 2:	6300 Sears Tower		
Address Line 4:	Chicago, ILLINOIS 60606-6357		
ATTORNEY DOCKET NUMBER:	31098/60076		
NAME OF SUBMITTER:	Jill Anderfuren		
Signature:	/ja/		

OP \$40.00 2726826

Date:

10/09/2006

Total Attachments: 1
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THIS ASSIGNMENT entered between Aon Consulting, Inc., a New Jersey corporation, Law Department, 8th Floor, 200 East Randolph Street, Chicago, Illinois 60601 (AON CONSULTING) and Aon Corporation, a Delaware corporation, 200 East Randolph Street, 8th Floor – Law Department, Chicago, Illinois 60601 (AON).

WHEREAS, AON CONSULTING is the owner of all right, title and interest in and to the trademark AON CONSULTING'S LOYALTY INSTITUTE, including the goodwill of the business symbolized thereby, and the corresponding registration issued in the United States Patent and Trademark Office, Registration No. 2,726,826 (the Trademark"); and

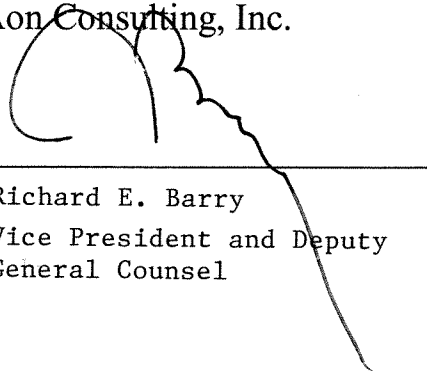
WHEREAS, AON desires to acquire and AON CONSULTING wishes to assign to AON any and all rights in and to the Trademark and the goodwill appurtenant thereto;

NOW, THEREFORE:

In consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, AON CONSULTING hereby assigns to AON all of its right, title and interest in and to the Trademark, together with the goodwill of the business symbolized thereby, the right to sue for past infringement, the right to prosecute and maintain registrations, and U.S. Trademark Registration No. 2 726,826.

Aon Consulting, Inc.

Date: 10/6/2006

By: 
Name: Richard E. Barry
Title: Vice President and Deputy
General Counsel