

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
Jonathan A Treiber		01/19/2007	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	ONCARD MARKETING, INC.		
Street Address:	250 W 19TH ST APT 8M		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78824798	ONCARD MARKETING	
Serial Number:	78824793	INCENTIVE INTELLIGENCE	
CORRESPONDENCE DATA			
Fax Number:	(646)496-9133		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6469644680		
Email:	jonathan@oncardmarketing.com		
Correspondent Name:	Jonathan A Treiber		
Address Line 1:	250 W 19th St. Apt 8M		
Address Line 4:	New York, NEW YORK 10011		
NAME OF SUBMITTER:	/Jonathan A Treiber/		
Signature:	/Jonathan A Treiber/		
Date:	01/19/2007		
Total Attachments: 2			

OP \$65.00 78824798

source=78824793#page1.tif
source=78824798#page1.tif

U.S. Patent and Trademark Office (USPTO)
NOTICE OF ALLOWANCE

NOTE: If any data on this notice is incorrect, please fax a request for correction to the Intent to Use Unit at 571-273-9550. Please include the serial number of your application on ALL correspondence with the USPTO.

ISSUE DATE: Jan 9, 2007

TREIBER, JONATHAN A
 250 W 19TH ST APT 8M
 NEW YORK, NY 10011-4053

**** IMPORTANT INFORMATION: 6 MONTH DEADLINE ****

You filed the trademark application identified below based upon a bona fide intention to use the mark in commerce. You must use the mark in commerce and file a Statement of Use (a.k.a. Allegation of Use) before the USPTO will register the mark. You have SIX (6) MONTHS from the ISSUE DATE of this Notice of Allowance (NOA) to file either a Statement of Use, or if you are not yet using the mark in commerce, a Request for Extension of Time to File a Statement of Use ("Extension Request"). If you file an extension request, you must continue to file a new request every six months until the Statement of Use is filed. Applicant may file a total of five (5) extension requests. FAILURE TO FILE A REQUIRED DOCUMENT DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF YOUR APPLICATION.

Please note that both the "Statement of Use" and "Extension Request" have many legal requirements including fees. Therefore, we encourage use of the USPTO forms, available online at <http://www.uspto.gov/teas/index.html> (under "File a PRC registration form"), to avoid the possible omission of important information. Please note that the Trademark Electronic Application System (TEAS) provides line-by-line help instructions for completing the Extension Request or Statement of Use forms online. If you do not have access to the Internet, you may call 1-800-786-9199 to request the printed form(s).

The following information should be reviewed for accuracy:

SERIAL NUMBER: 78/824793
 MARK: INCENTIVE INTELLIGENCE (STANDARD CHARACTER MARK)
 OWNER: Treiber, Jonathan A
 250 West 19th Street Apartment 8M
 New York, NEW YORK 10011

This application has the following bases, but not necessarily for all listed goods/services:
 Section 1(a): NO Section 1(b): YES Section 44(e): NO

GOODS/SERVICES BY INTERNATIONAL CLASS

035-Incentive award programs to promote the sale of products and services of others, namely, credit card rewards, targeted discounts, retail coupons, retail incentives, debit card rewards, credit card discounts, debit card discounts, targeted rewards,

**TRADEMARK
 REEL: 003465 FRAME: 0242**

U.S. Patent and Trademark Office (USPTO)

NOTICE OF ALLOWANCE

NOTE: If any data on this notice is incorrect, please fax a request for correction to the Intent to Use Unit at 571-273-9550. Please include the serial number of your application on ALL correspondence with the USPTO.

ISSUE DATE: Jan 9, 2007

TREIBER, JONATHAN A
250 W 19TH ST APT 8M
NEW YORK, NY 10011-4053

**** IMPORTANT INFORMATION: 6 MONTH DEADLINE ****

You filed the trademark application identified below based upon a bona fide intention to use the mark in commerce. You must use the mark in commerce and file a Statement of Use (a.k.a. Allegation of Use) before the USPTO will register the mark. You have SIX (6) MONTHS from the ISSUE DATE of this Notice of Allowance (NOA) to file either a Statement of Use, or if you are not yet using the mark in commerce, a Request for Extension of Time to file a Statement of Use ("Extension Request"). If you file an extension request, you must continue to file a new request every six months until the Statement of Use is filed. Applicant may file a total of five (5) extension requests. FAILURE TO FILE A REQUIRED DOCUMENT DURING THE APPROPRIATE TIME PERIOD WILL RESULT IN THE ABANDONMENT OF YOUR APPLICATION.

Please note that both the "Statement of Use" and "Extension Request" have many legal requirements including fees. Therefore, we encourage use of the USPTO forms, available online at <http://www.uspto.gov/teas/index.html> (under "File a PRE-registration form"), to avoid the possible omission of important information. Please note that the Trademark Electronic Application System (TEAS) provides line-by-line help instructions for completing the Extension Request or Statement of Use forms online. If you do not have access to the Internet, you may call 1-800-785-9199 to request the printed form(s).

The following information should be reviewed for accuracy:

SERIAL NUMBER: 78/824798
MARK: ONCARD MARKETING (STANDARD CHARACTER MARK)

OWNER: Treiber, Jonathan A
250 West 19th Street Apartment 8M
New York, NEW YORK 10011

This application has the following bases, but not necessarily for all listed goods/services:
Section 1(a): NO Section 1(b): YES Section 44(e): NO

GOODS/SERVICES BY INTERNATIONAL CLASS

035-Incentive award programs to promote the sale of products and services of others, namely, credit card rewards, targeted discounts, retail coupons, retail incentives, debit card rewards, credit card discounts, debit card discounts, targeted rewards,