

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
JONATHAN A TREIBER		02/07/2007	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ONCARD MARKETING, INC.		
<b>Street Address:</b>	250 W 19TH ST. 8M		
<b>City:</b>	NEW YORK		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10011		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78824798	ONCARD MARKETING	
<b>Serial Number:</b>	78824793	INCENTIVE INTELLIGENCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(646)496-9133		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	6469644680		
<b>Email:</b>	jonathan@oncardmarketing.com		
<b>Correspondent Name:</b>	JONATHAN A TREIBER		
<b>Address Line 1:</b>	250 WEST 19TH ST 8M		
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10011		
<b>NAME OF SUBMITTER:</b>	Jonathan A Treiber		
<b>Signature:</b>	/Jonathan A Treiber/		
<b>Date:</b>	02/07/2007		

OP \$65.00 78824798

Total Attachments: 2

**900068866**

**TRADEMARK  
 REEL: 003477 FRAME: 0299**

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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 1-800-786-9199 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,

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