

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
Alliance Data Systems Corporation		07/03/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Alliance Data Utility Services LLC
Street Address:	17655 Waterview Parkway
City:	Dallas
State/Country:	TEXAS
Postal Code:	75252
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2119009	CBSI
Registration Number:	2483218	CONSUMERLINX
Registration Number:	2635711	CONSUMERLINX
Registration Number:	2423867	CONSUMERLINX
Registration Number:	2669450	CONSUMERLINX
Registration Number:	2664281	ENLOGIX
Registration Number:	2664280	ENLOGIX

CORRESPONDENCE DATA

Fax Number: (832)446-2443
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 832 446 2400
 Email: WCTrademark@counselip.com
 Correspondent Name: John C. Cain
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 Address Line 2: 20333 Tomball Pkwy, Suite 600

CH \$190.00 2119009

Address Line 4: Houston, TEXAS 77070

ATTORNEY DOCKET NUMBER: 239-0001

NAME OF SUBMITTER: Kathleen E. Clavenna

Signature: /Kathleen E. Clavenna/

Date: 07/08/2008

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, **Alliance Data Systems Corporation**, a Delaware corporation (hereinafter referred to as “Assignor”), having a place of business located at 17655 Waterview Parkway, Dallas, Texas 75252, owns the common law trademarks set forth below, which are the subject of trademark registrations as set forth below (hereinafter referred to as the “Trademarks”):

Mark	Country or State	Registration Number	Registration Date
CBSI	United States	2,119,009	Dec. 9, 1997
CBSI	Florida	T93000000986	Aug. 17, 1993
CONSUMERLINX	United States	2,483,218	Aug. 28, 2001
CONSUMERLINX	United States	2,635,711	Oct. 15, 2002
CONSUMERLINX	United States	2,423,867	Jan. 23, 2001
CONSUMERLINX	United States	2,669,450	Dec. 31, 2002
ENLOGIX	United States	2,664,281	Dec. 17, 2002
ENLOGIX	Canada	TMA579068	April 7, 2003
ENLOGIX & Design	United States	2,664,280	Dec. 17, 2002
ENLOGIX & Design	Canada	TMA579207	April 8, 2003

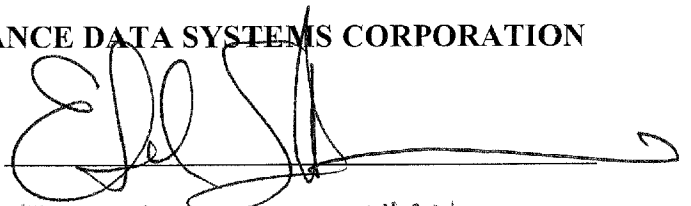
WHEREAS, **Alliance Data Utility Services LLC**, a Delaware Limited Liability Company (hereinafter referred to as “Assignee”), having a place of business located at 17655 Waterview Parkway, Dallas, Texas 75252, is desirous of acquiring all right, title and interest in and to the Trademarks, including any choses in action relating to said Trademarks, together with the goodwill of the business symbolized by the Trademarks and the registrations thereof set forth above as the successor to the portion of the business of the Assignor to which the Trademarks pertain; and

WHEREAS, it is desired that the assignment of the trademark registrations listed above be made a matter of record in the United States Patent and Trademark Office and other trademark offices.

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title and interest in and to the aforesaid Trademarks, including any choses in action relating to said Trademarks, claims for damages, profits and costs, both in equity and law, for any infringement or infringements of said trademark rights accruing on or before the date of this Assignment, together with the goodwill of the business symbolized by the Trademarks, and including the registrations thereof as set forth above, nunc pro tunc effective **July 1, 2008**, and further, Assignor hereby covenants, agrees and undertakes to execute, whenever requested by Assignee, all applications, assignments, lawful oaths and any other papers which Assignee may deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Trademarks hereby assigned, all without further compensation to Assignor.

ALLIANCE DATA SYSTEMS CORPORATION

By:



Name:

EDWARD J. HEFFERNAN

Title:

EXECUTIVE VICE PRESIDENT
CHIEF FINANCIAL OFFICER

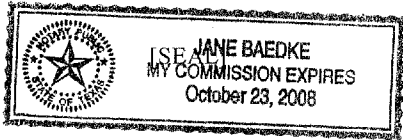
STATE OF TEXAS

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ss.

COUNTY OF Collin

BEFORE ME, the undersigned authority, on this 3 day of July 2008, personally appeared Edward J. Hefferman, personally known to me (or proven to me on the basis of satisfactory evidence) to be the person who executed the foregoing instrument as Executive VICE PRESIDENT & CHIEF FINANCIAL OFFICER on behalf of Assignor, the entity therein named, and acknowledged to me that the instrument was the free deed and act of said entity for the purposes therein set forth and intending that this instrument be recorded.



Jane Baedke
Notary Public