

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
PartnerUp, Inc.		07/25/2008	CORPORATION: MINNESOTA
MacroVision Corporation, Inc.		07/25/2008	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Deluxe Enterprise Operations, Inc.		
Street Address:	3680 Victoria Street North		
City:	Shoreview		
State/Country:	MINNESOTA		
Postal Code:	55126		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3102215	PARTNERUP	
CORRESPONDENCE DATA			
Fax Number:	(978)449-3526		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	978.449.3348		
Email:	heather.labrecque@deluxe.com		
Correspondent Name:	Heather B. LaBrecque		
Address Line 1:	500 Main Street		
Address Line 4:	Groton, MASSACHUSETTS 01471		
ATTORNEY DOCKET NUMBER:	P'UP ASSIGNMENT ('215)		
NAME OF SUBMITTER:	Heather B. LaBrecque		
Signature:	/hlabrecque/		
Date:	07/28/2008		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT AGREEMENT

This **TRADEMARK ASSIGNMENT AGREEMENT** (this "Agreement"), is made as of July 25, 2008 by and among Deluxe Enterprise Operations, Inc., a Minnesota corporation (the "Buyer"), PartnerUp, Inc., a Minnesota corporation ("PartnerUp"), and MacroVision Corporation, a Minnesota corporation ("MVC," with PartnerUp, the "Sellers").

WHEREAS, the Sellers are the owner of the trademarks identified on the attached Schedule A (the "Trademarks");

WHEREAS, Sellers and the Company have executed an Asset Purchase Agreement dated as of the date hereof (the "Purchase Agreement");

WHEREAS, Sellers desire to transfer and assign its rights in the Trademarks to the Buyer pursuant to the terms of the Purchase Agreement, and the Buyer desires to accept such transfer and assignment;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto hereby agree as follows:

1. Assignment. Subject to the terms and conditions of the Purchase Agreement and effective as of the Closing Date (as defined in the Purchase Agreement), Sellers hereby sell, transfer, assign and convey to the Buyer, and the Buyer hereby accepts from Sellers, all of the Sellers' right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby and the registrations identified on Schedule A.

2. Miscellaneous. This Agreement shall be governed by and construed in accordance with the laws of the State of Minnesota, without regard to conflicts of law principles, and may be executed in counterparts, all of which shall be considered one and the same instrument, and shall become effective when counterparts have been signed by each party and delivered to the other party.

[Signature Page Follows]

IN WITNESS WHEREOF, Sellers and the Buyer have made this Agreement on and as of the date first above written.

SELLERS:

PARTNERUP, INC.

By *Amio*
Its President

**MACROVISION CORPORATION,
INC.**

By *Amio*
Its President

Subscribed and sworn to before me
this 25 day of July, 2008

Suzette M. McNally
Notary Public



Subscribed and sworn to before me
this 25 day of July, 2008

Suzette M. McNally
Notary Public



BUYER:

**DELUXE ENTERPRISE OPERATIONS,
INC.**

By *Danial Doff*
Its Executive Director, Corporate Development

Subscribed and sworn to before me
this 25th day of July, 2008

Suzette M. McNally
Notary Public



SCHEDULE A

TRADEMARKS

<i>Owner</i>	<i>Registered Trademarks of Sellers</i>	<i>Registration Date</i>	<i>Registration No.</i>
PartnerUp, Inc.	PartnerUp	June 6, 2006	3,102,215

<i>Owner</i>	<i>Unregistered Trademarks of Sellers</i>	
MacroVision Corporation	The PartnerUp Logo	March 9, 2005
MacroVision Corporation	The PartnerUp Arrow/Box	March 9, 2005
MacroVision Corporation	Building companies, careers, and relationships	June 14, 2005
MacroVision Corporation	Redefining the way businesses are built	March 9, 2005
MacroVision Corporation	MatchUp	October 1, 2005