

**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>
Maritz Motivation Inc.		09/09/2008	CORPORATION: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Maritz Holdings Inc.		
<b>Street Address:</b>	1375 North Highway Drive		
<b>City:</b>	Fenton		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63099		
<b>Entity Type:</b>	CORPORATION: MISSOURI		
<b>PROPERTY NUMBERS Total: 12</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78769963	CASCADE	
Serial Number:	78769957	CASCADE REWARDS SOMEONE ON EARTH EVERY MINUTE OF EVERY DAY	
Serial Number:	78810808	CASCADE COMPS	
Serial Number:	78807931	CASCADE REWARDS	
Serial Number:	78810056	CASCADE POINTS	
Serial Number:	77421263	EVERYTHING GREEN REWARDS	
Registration Number:	3232748	DELIVERING RESULTS WITH INSPIRING REWARDS	
Registration Number:	3241551	REWARDING SOMEONE ON EARTH EVERY MINUTE OF EVERY DAY	
Registration Number:	3219152	PLAY TO EARN REWARDS	
Registration Number:	3464297	CASCADE TRAVEL CONCIERGE	
Registration Number:	3433311	EVERYTHING REWARDS	
Registration Number:	3450110	EVERYTHING REWARDS POINTS	
<b>CORRESPONDENCE DATA</b>			

**CH \$315.00 78769963**

Fax Number: (314)231-4342

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Email: kbastunas@senniger.com

Correspondent Name: Paul I. J. Fleischut/Senniger Powers LLP

Address Line 1: 100 North Broadway, 17th Floor

Address Line 4: St. Louis, MISSOURI 63102

ATTORNEY DOCKET NUMBER:	MRZ 9851:PIF/KSB
NAME OF SUBMITTER:	Paul I. J. Fleischut
Signature:	/paul fleischut/
Date:	09/12/2008

**Total Attachments: 3**

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U.S. TRADEMARK ASSIGNMENT

1. **WHEREAS**, Maritz Motivation Inc. of 1375 North Highway Drive, Fenton, Missouri, 63099, a corporation duly organized and existing under and by virtue of the laws of Missouri (hereinafter referred to as Assignor), has adopted and used through its affiliates and licensees business certain trademarks and service marks (hereinafter collectively "trademarks"); and

2. **WHEREAS**, Assignor has certain applications and registrations in the United States Patent and Trademark Office relating to said trademarks which are listed below; and

3. **WHEREAS**, Maritz Holdings Inc. of 1375 North Highway Drive, Fenton, Missouri, 63099, a corporation duly organized and existing under and by virtue of the laws of the State of Missouri (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest of Assignor in said trademarks and said applications and registrations and the good will of the business in connection with which said trademarks are used;

4. **NOW THEREFORE**, in consideration of the sum ten dollars (\$10.00) and other good and valuable consideration by Assignee to Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign and transfer unto Assignee, its successors and assigns, all of Assignor's right, title and interest throughout the world in and

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to the trademarks and trademark applications and registrations owned by Assignor which are listed below, together with the good will of the business in connection with which said trademarks are used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said trademarks;

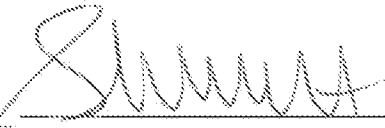
5. **TO BE HELD AND ENJOYED BY** Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and assignment not been made.

6. **THE UNITED STATES TRADEMARK APPLICATIONS/REGISTRATIONS ARE AS FOLLOWS:**

**SEE ATTACHED SCHEDULE A**

7. **IN WITNESS WHEREOF**, Assignor has caused these presents to be executed by its officer on the date stated below.

Maritz Motivation Inc.

Signature: 

Name: Steven M. Gallant

Title: Assistant Secretary

Date: 9/9/08, 2008

**Schedule A**

U.S. Serial No. / U.S. Registration No.	Mark
78/769,963	CASCADE
78/769,957	CASCADE REWARDS SOMEONE ON EARTH EVERY MINUTE OF EVERY DAY
78/810,808	CASCADE COMPS
78/807,931	CASCADE REWARDS
78/810,056	CASCADE POINTS
77/421,263	EVERYTHING GREEN REWARDS
3,232,748	DELIVERING RESULTS WITH INSPIRING REWARDS
3,241,551	REWARDING SOMEONE ON EARTH EVERY MINUTE OF EVERY DAY
3,219,152	PLAY TO EARN REWARDS
3,464,297	CASCADE TRAVEL CONCIERGE
3,433,311	EVERYTHING REWARDS
3,450,110	EVERYTHING REWARDS POINTS