

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
CD Intellectual Property Holdings, LLC		06/30/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Affinion Loyalty Group, Inc.		
Street Address:	7814 Carousel Lane		
City:	Richmond		
State/Country:	VIRGINIA		
Postal Code:	23294		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2453903	ELITE REWARDS	
Registration Number:	2580094		
Registration Number:	2843314	WWW.ELITEREWARDS.COM	
CORRESPONDENCE DATA			
Fax Number:	(212)468-4888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-468-4800		
Email:	jkatz@dglaw.com		
Correspondent Name:	Jeffrey C. Katz		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	0517-0154-038		
NAME OF SUBMITTER:	Jeffrey C. Katz		

CH \$90.00 2453903

Signature:

/Jeffrey C. Katz/

Date:

11/18/2008

Total Attachments: 1

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ASSIGNMENT

WHEREAS, CD Intellectual Property Holdings, LLC, a limited liability company of the State of Delaware (hereinafter "Assignor"), is the owner of the marks listed below which are registered in the United States Patent and Trademark Office:

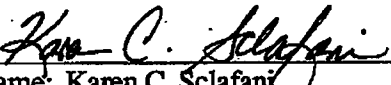
<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
ELITE REWARDS	2,453,903	May 22, 2001
Elite Rewards Design	2,580,094	June 11, 2002
WWW.ELITEREWARDS.COM	2,843,314	May 18, 2004

WHEREAS, Affinion Loyalty Group, Inc., a corporation of the State of Delaware (hereinafter "Assignee"), is desirous of acquiring said marks and said registrations thereof.

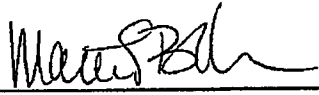
THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the 30th day of June, 2008.

CD Intellectual Property Holdings, LLC

By: 
Name: Karen C. Sclafani
Title: Executive Vice President and
Assistant Secretary

Affinion Loyalty Group, Inc.

By: 
Name: Marti Behner
Title: President