

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
Carlson Marketing Worldwide, Inc.		01/01/2009	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Carlson Hospitality Group, Inc.		
Street Address:	P.O. Box 59159 Carlson Parkway		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55459-8249		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2903247	GOLD PO1NTS REWARD NETWORK	
Registration Number:	2176443	GOLD POINTS	
Registration Number:	2077804	GOLDPOINTSPLUS	
CORRESPONDENCE DATA			
Fax Number:	(763)212-8543		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	763-212-5002		
Email:	carlsonfiling@merchantgould.com		
Correspondent Name:	Travis L. Bachman		
Address Line 1:	P.O. Box 59159 Carlson Parkway		
Address Line 4:	Minneapolis, MINNESOTA 55459-8249		
NAME OF SUBMITTER:	Travis L. Bachman		
Signature:	/Travis L. Bachman/		

OP \$90.00 2903247

Date:

03/26/2009

Total Attachments: 7

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the “**Assignment**”), between Carlson Marketing Worldwide, Inc., a corporation organized under the laws of New Jersey, U.S.A. (“**CMW**”), and Carlson Hospitality Group, Inc., a corporation organized under the laws of Minnesota, U.S.A. (“**CHG**”), is effective January 1, 2009 (the “**Effective Date**”).

RECITALS

- A. CMW and CHG have executed that certain Trademark and Domain Name Assignment and License dated March 3, 2009 and effective January 1, 2009 (the “**Agreement**”), which more fully documents the rights and obligations of the parties with respect to the subject matter hereof;
- B. For ease of administration and recordal, CMW and CHG desire to execute this Assignment, confirming the transfer of certain rights in and to the GOLD POINTS trademark and variations thereof, including the marks, applications and registrations listed on Schedule A attached hereto (collectively, the “**Marks**”).

NOW, THEREFORE, in consideration of, among other things, the mutual covenants and agreements contained in the Agreement, the receipt and sufficiency of which are hereby acknowledged, CMW and CHG agree as follows, with effect from the Effective Date:

1. Assignment of Marks. CMW does hereby assign to CHG, all of CMW’s right, title and interest in and to the Marks and the goodwill of the business connected therewith and symbolized thereby.
2. Relationship with the Agreement. This Assignment is intended to evidence the transactions contained in the Agreement. This Assignment is in all respects subject to the provisions of the Agreement and is not intended in any way to supersede, limit or qualify any provision of the Agreement.
3. Choice of Law and Jurisdiction. This Assignment shall be construed and interpreted in accordance with the laws of the State of Minnesota, as though all acts and omissions related to this Assignment occurred in the State of Minnesota.
4. Successors. This Assignment shall inure to the benefit of and is binding upon the respective successors and assigns of CMW and CHG.

[NEXT PAGE IS THE SIGNATURE PAGE]



TRADEMARK _____

REEL: 003959 FRAME: 0555

IN WITNESS WHEREOF, CMW and CHG have caused this Assignment to be duly executed this 17th day of March, 2009 with effect as of the Effective Date.

Carlson Marketing Worldwide, Inc.

Carlson Hospitality Group, Inc.

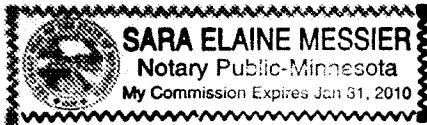
Wanda K. Cahill
Wanda K. Cahill
Vice President-Legal & Corporate Secretary

Shelly O'Callaghan
Shelly O'Callaghan
Assistant Secretary

STATE OF MINNESOTA)
) SS:
COUNTY OF HENNEPIN)

Subscribed and sworn to this 17th day of March, 2009 by Wanda K. Cahill, known to me to be the Vice President-Legal & Corporate Secretary of Carlson Marketing Worldwide, Inc.

(seal)



Notary Public: Sara Elaine Messier
My Commission Expires: Jan 31, 2010

STATE OF MINNESOTA)
) SS:
COUNTY OF HENNEPIN)

Subscribed and sworn to this 17th day of March, 2009 by Shelly O'Callaghan, known to me to be the Assistant Secretary of Carlson Hospitality Group, Inc.






(seal)







Notary Public: Candace M. Knutson
My Commission Expires
January 31, 2011







SCHEDULE A

Mark	Country	Status	Appl No.	Reg. No.	Appl. Date	Reg. Date
	Aruba	Registered	00042813	20589	11/19/1999	6/7/2000
GOLD POINTS	Aruba	Registered	00010532	20610	1/5/2000	6/20/2000
GOLD POINTS REWARDS	Aruba	Registered	00042811	20587	11/29/1999	6/7/2000
	Australia	Registered	844583	844583	7/31/2000	3/25/2002
GOLD POINTS	Australia	Registered	736275	736275	6/10/1997	2/13/1998
GOLD POINTS	Azerbaijan	Filed	931667		6/21/2007	
GOLD POINTS	Bahamas	Filed	N		8/8/2007	
GOLD POINTS	Bahrain	Filed	931667		6/21/2007	
GOLD POINTS	Bangladesh	Filed	107378		7/15/2007	
GOLD POINTS	Belize	Registered	485607	485607	9/3/2007	4/21/2008
GOLD POINTS	Bolivia	Registered	2641	114904	6/29/2007	8/22/2008
GOLD POINTS	Brazil	Registered	822349043	822349043	1/7/2000	10/18/2005
GOLD POINTS	Bulgaria	Filed	931667		6/21/2007	
	Canada	Registered	1054126	571552	4/5/2000	12/2/2002
	Canada	Registered	1154106	596452	9/27/2002	12/4/2003
GOLD POINTS	Canada	Registered	848753	513653	6/20/1997	7/29/1999
GOLD POINTS CLUB	Canada	Registered	883424	525938	7/6/1998	3/28/2000
GOLD POINTS REWARDS	Canada	Registered	1057565	571838	5/1/2000	12/5/2002
	Canada	Registered	1178452	667186	5/20/2003	7/10/2006





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Mark	Country	Status	Appl No.	Reg. No.	Appl. Date	Reg. Date
	Canada	Registered	1178450	668036	5/20/2003	7/17/2006
	Canada	Registered	1178451	668044	5/20/2003	7/17/2006
GOLD POINTS	Chile	Filed	779347		6/29/2007	
GOLD POINTS	China P.R.	Filed	931667		6/21/2007	
GOLD POINTS	Colombia	Registered	07071177	352873	7/12/2007	4/17/2008
	Community Trademark	Registered	1322577	1322577	9/21/1999	10/3/2000
	Community Trademark	Registered	1601889	1601889	4/4/2000	5/15/2001
GOLD POINTS	Community Trademark	Registered	554949	554949	6/11/1997	4/27/1999
GOLD POINTS REWARDS	Community Trademark	Registered	1633866	1633866	5/2/2000	12/16/2002
GOLD POINTS	Costa Rica	Filed	079623		7/4/2007	
GOLD POINTS	Croatia	Filed	931667		6/21/2007	
GOLD POINTS	Ecuador	Registered	185776	45108	6/27/2007	12/19/2007
GOLD POINTS	Egypt	Filed	206906		9/19/2007	
GOLD POINTS	El Salvador	Filed	07068162		7/2/2007	
GOLD POINTS	Fiji Islands	Filed	56207		8/3/2007	
GOLD POINTS	France	Registered	073510671	073510671	7/2/2007	12/7/2007
GOLD POINTS	Georgia	Filed	931667		6/22/2007	
GOLD POINTS CLUB	Great Britain	Registered	1538077	1538077	6/8/1993	10/7/1994
GOLD POINTS	Guatemala	Registered	544307	156146	7/4/2007	4/17/2008
GOLD POINTS	India	Filed	1574552		7/2/2007	



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Mark	Country	Status	Appl No.	Reg. No.	Appl. Date	Reg. Date
	Indonesia	Registered	0101438	500116	2/16/2001	3/6/2002
GOLD POINTS	International	Registered	931667	931667	6/21/2007	6/21/2007
GOLD POINTS	Israel	Filed	201740		7/1/2007	
	Japan	Registered	0085841	4620842	8/3/2000	11/15/2002
GOLD POINTS	Japan	Registered	9138285	4231064	7/16/1997	1/14/1999
GOLD POINTS	Jordan	Registered	94360	94360	7/30/2007	7/30/2007
GOLD POINTS	Kazakstan	Filed	39816		7/18/2007	
GOLD POINTS	Kuwait	Filed	88127		8/26/2007	
GOLD POINTS	Lebanon	Registered	4773	113065	7/28/2007	10/2/2007
GOLD POINTS	Macedonia	Filed	07661		7/12/2007	
	Malaysia	Registered	0014420	0014420	10/13/2000	10/13/2000
GOLD POINTS	Malaysia	Filed	07013345		7/12/2007	
	Mexico	Registered	445240	682485	8/31/2000	12/20/2000
GOLD POINTS	Mexico	Registered	300469	563742	7/4/1997	11/25/1997
GOLD POINTS REWARDS	Mexico	Registered	445238	674528	8/31/2000	9/29/2000
GOLD POINTS	Nepal	Registered	423	26282		5/14/2008
GOLD POINTS	Netherlands Antilles	Registered	13000	13000	8/9/2007	9/3/2007
GOLD POINTS	Nigeria	Filed	176146		8/22/2007	
GOLD POINTS	Norway	Registered	931667	931667	6/21/2007	6/21/2007
GOLD POINTS	O.A.P.I	Registered	3200701452	56766	8/3/2007	8/3/2007

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Mark	Country	Status	Appl No.	Reg. No.	Appl. Date	Reg. Date
GOLD POINTS	Oman	Filed	45898		7/10/2007	
GOLD POINTS	Pakistan	Filed	240429		8/21/2007	
	Panama	Registered	00107337	10733701	5/19/2000	9/12/2001
GOLD POINTS	Panama	Registered	00108288	10828801	6/22/2000	6/22/2000
GOLD POINTS REWARDS	Panama	Registered	00108289	10828901	6/22/2000	6/22/2000
GOLD POINTS	Puerto Rico	Filed	N		8/17/2007	
GOLD POINTS	Romania	Filed	931667		6/21/2007	
GOLD POINTS	Russian Federation	Filed	931667		6/21/2007	
GOLD POINTS	Saudi Arabia	Filed	119460		7/9/2007	
	Singapore	Registered	0018122	0018122	10/16/2000	10/31/2000
GOLD POINTS	Singapore	Registered	931667	931667	6/21/2007	6/21/2007
GOLD POINTS	South Africa	Filed	0714819		7/9/2007	
	South Korea	Registered	0213099	80427	6/24/2002	10/17/2002
	South Korea	Registered	0027302	80424	10/20/2000	10/17/2002
GOLD POINTS	Switzerland	Filed	931667		3/25/2008	
GOLD POINTS	Taiwan	Filed	96031785		7/5/2007	
	Thailand	Registered	481269	18638	2/22/2002	2/22/2002

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Mark	Country	Status	Appl No.	Reg. No.	Appl. Date	Reg. Date
	Thailand	Registered	444777	16968	1/31/2001	1/31/2001
GOLD POINTS	Thailand	Filed	669220		8/3/2007	
GOLD POINTS	Tunisia	Filed	071883		7/20/2007	
GOLD POINTS	Turkey	Registered	931667	931667	6/21/2007	6/21/2007
GOLD POINTS	Turks & Caicos	Registered	15030	15030	8/10/2007	8/10/2007
GOLD POINTS	Ukraine	Registered	931667	931667	6/21/2007	6/21/2007
GOLD POINTS	United Arab Emirates	Filed	97602		7/18/2007	
	United States	Registered	78/254595	2903247	5/27/2003	11/16/2004
GOLD POINTS	United States	Registered	75/262619	2176443	3/24/1997	7/28/1998
GOLD POINTS PLUS	United States	Registered	74/464119	2077804	11/30/1993	7/8/1997
GOLD POINTS	Uruguay	Filed	382668		7/4/2007	
GOLD POINTS	Uzbekistan	Filed	931667		6/21/2007	
GOLD POINTS	Venezuela	Filed	07020331		8/22/2007	