

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	Addendum to Security Agreement recorded at Reel/Frame - 3834/908												
<b>CONVEYING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>MYPOINTS.COM, INC.</td> <td></td> <td>02/13/2009</td> <td>CORPORATION: DELAWARE</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	MYPOINTS.COM, INC.		02/13/2009	CORPORATION: DELAWARE					
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MYPOINTS.COM, INC.		02/13/2009	CORPORATION: DELAWARE										
<b>RECEIVING PARTY DATA</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>SILICON VALLEY BANK, as Administrative Agent</td> </tr> <tr> <td><b>Street Address:</b></td> <td>3003 TASMAN DRIVE</td> </tr> <tr> <td><b>City:</b></td> <td>SANTA CLARA</td> </tr> <tr> <td><b>State/Country:</b></td> <td>CALIFORNIA</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>95054</td> </tr> <tr> <td><b>Entity Type:</b></td> <td>CORPORATION: CALIFORNIA</td> </tr> </table>	<b>Name:</b>	SILICON VALLEY BANK, as Administrative Agent	<b>Street Address:</b>	3003 TASMAN DRIVE	<b>City:</b>	SANTA CLARA	<b>State/Country:</b>	CALIFORNIA	<b>Postal Code:</b>	95054	<b>Entity Type:</b>	CORPORATION: CALIFORNIA	
<b>Name:</b>	SILICON VALLEY BANK, as Administrative Agent												
<b>Street Address:</b>	3003 TASMAN DRIVE												
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<b>State/Country:</b>	CALIFORNIA												
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<b>Entity Type:</b>	CORPORATION: CALIFORNIA												
<b>PROPERTY NUMBERS Total: 3</b>													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 20%;">Property Type</th> <th style="width: 20%;">Number</th> <th style="width: 60%;">Word Mark</th> </tr> <tr> <td>Registration Number:</td> <td>2675888</td> <td>DIGITAL LOYALTY ENGINE</td> </tr> <tr> <td>Serial Number:</td> <td>77550290</td> <td>MYPOINTS</td> </tr> <tr> <td>Serial Number:</td> <td>77562697</td> <td>MAXPOINTS</td> </tr> </table>	Property Type	Number	Word Mark	Registration Number:	2675888	DIGITAL LOYALTY ENGINE	Serial Number:	77550290	MYPOINTS	Serial Number:	77562697	MAXPOINTS	
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Registration Number:	2675888	DIGITAL LOYALTY ENGINE											
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Serial Number:	77562697	MAXPOINTS											
<b>CORRESPONDENCE DATA</b>													
<p>Fax Number: (866)826-5420  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 301-638-0511        Email: ipresearchplus@comcast.net        Correspondent Name: IP Research Plus, Inc.        Address Line 1: 21 Tadcaster Circle        Address Line 2: attn: Penelope J.A. Agodoa        Address Line 4: Waldorf, MARYLAND 20602</p>													
<b>ATTORNEY DOCKET NUMBER:</b>	34823												
<b>NAME OF SUBMITTER:</b>	Penelope J.A. Agodoa												

OP \$90.00 2675888

**900142837**

**TRADEMARK  
 REEL: 004058 FRAME: 0794**

Signature:	/pja/
Date:	09/09/2009
Total Attachments: 3 source=34823#page1.tif source=34823#page2.tif source=34823#page3.tif	

## RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

### 1. Name of conveying party(ies):

MYPOINTS.COM, INC.

- ☐ Individual(s)      ☐ Association  
☐ General Partnership      ☐ Limited Partnership  
☒ Corporation- State: DELAWARE  
☐ Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached? ☐ Yes ☒ No

### 3. Nature of conveyance /Execution Date(s) :

Execution Date(s) February 13, 2009

- ☐ Assignment      ☐ Merger  
☐ Security Agreement      ☐ Change of Name  
Addendum to Security Agreement recorded at  
☒ Other Reel/Frame -3834/0908

### 2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☐ Yes  
☒ No

Name: SILICON VALLEY BANK, as Administrative Agent

Internal

Address: \_\_\_\_\_

Street Address: 3003 TASMAN DRIVE

City: SANTA CLARA

State: CA

Country: United States Zip: 95054

- ☐ Association      Citizenship \_\_\_\_\_  
☐ General Partnership      Citizenship \_\_\_\_\_  
☐ Limited Partnership      Citizenship \_\_\_\_\_  
☒ Corporation      Citizenship California  
☐ Other \_\_\_\_\_      Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No  
(Designations must be a separate document from assignment)

### 4. Application number(s) or registration number(s) and Identification or description of the Trademark.

#### A. Trademark Application No.(s)

SEE ATTACHED

#### B. Trademark Registration No.(s)

SEE ATTACHED

Additional sheet(s) attached? ☒ Yes ☐ No

#### C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

### 5. Name & address of party to whom correspondence concerning document should be mailed:

Name: IPResearch Plus, Inc. attn: Penelope J.A. Agodoa

Internal Address: \_\_\_\_\_

Street Address: 21 Tadcaster Circle

City: Waldorf

State: MD Zip: 20602

Phone Number: 301-638-0511

Fax Number: 866-826-5420

Email Address: ipresearchplus@comcast.net

### 6. Total number of applications and registrations involved:

3

### 7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$

- ☐ Authorized to be charged to deposit account  
☐ Enclosed

### 8. Payment Information:

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

### 9. Signature:

Signature

Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

5

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK  
REEL: 004058 FRAME: 0796



February 13, 2009

*Sent by fax (818) 340-0395, email PDF and mail*

Silicon Valley Bank  
5820 Canoga Avenue, #210  
Woodland Hills, California 91367  
Attention: Mark Turk  
Facsimile No.: (818) 340-0395  
Email: [mturk@svb.com](mailto:mturk@svb.com)

Re: Report of IP Filings; Guarantee and Collateral Agreement

Dear Mark:

Pursuant to Section 5.9(f) of the Guarantee and Collateral Agreement between United Online, Inc. and the other grantors referred to therein in favor of Silicon Valley Bank as Administrative Agent, attached please find a report of all filings related to applications for registration made by United Online, Inc. and its subsidiaries in the United States Copyright Office and with the United States Patent and Trademark Office for the period ended December 31, 2008.

Please let us know if you have any questions.

Sincerely,

A handwritten signature in cursive script, appearing to read 'A DeToro'.

Anthony DeToro  
Vice President and Corporate Counsel

ADD/rk

Enclosure

cc: Frederic A. Randall, Jr.  
Scott H. Ray  
Steven Gatoff  
Charles Butler Ammann  
Edison D. Andrade  
David C. Reamer of Skadden, Arps, Slate, Meagher & Flom LLP  
David M. Nemecek of Skadden, Arps, Slate, Meagher & Flom LLP

## Intellectual Property Filings for Quarter Ended December 31, 2008

### 1. Filings with United States Copyright Office

Filing Date	Title	Claimant	Year created	Published	Registered
8-7-2008	Classmates.com Web Site	Classmates Online, Inc.	2008	7/31/2008	Pending
8-18-2008	MyPoints.com Web Site	MyPoints.com	2008	8/1/2008	Pending
11-17-2008	Classmates.com Web Site	Classmates Online, Inc.	2008	11/1/2008	Pending

### 2. Filings With Patent and Trademark Office

Mark	Serial/Reg No.	Geo.	Co.	Status	Updated Status
SHADED SMILE Design	<u>1,196,351</u>	Canada	Classmates	Pending	Filed 3rd Extension of Time to Respond to Examiner's Report and file US Reg copies; forwarded certified copy of US Reg to M. Capewell 10/7/08
J Design	<u>2,757,477</u>	US	UOL	Registered	Registered 8/26/03. Filed 8&15 on 10/22/08; need to file assignment from UOL to Juno
MYPOINTS & Design	7414477	CTM/EU	MyPoints	Pending	Filed on 11/21/08
MYPOINTS & Design	<u>77/550,290</u>	US	MyPoints	Pending	Filed application on 8/19/08; Received OA on 12/5/08
MAXPOINTS	<u>77/562,697</u>	US	MyPoints	Pending	Filed application on 9/4/08; received OA on 12/5/08, Response due 6/5/09
BONUSMAIL	1,419,621	CTM/EU	MyPoints	Registered	Registered 3/22/01. Gave instructions to renew on 10/28/08
MYPOINTS	1,409,291	CTM/EU	MyPoints	Registered	Registered 2/19/01. Instructed Counsel to renew marks on 10/28/08
DIGITAL LOYALTY ENGINE	<u>2,675,888</u>	US	MyPoints	Abandoned	Registered 1/21/03; allow to lapse per Sha Fakiri 11/14/08
UNITED ONLINE	<u>2,704,626</u>	US	UOL	Registered	Registered 4/8/03. 8&15 Affidavits Accepted & Acknowledged on 11/22/08
Z in a Box Design	<u>2,739,029</u>	US	NetZero	Registered	Registered 7/15/03. Section 8 & 15 Affidavits Accepted & Acknowledged on 11/22/08.
CLASSMATES	<u>2,755,056</u>	US	Classmates	Registered	Registered 8/26/03. Filed 8&15 on 11/21/08; Accepted and Acknowledged on 12/15/08. Renewal due on 8/26/12
CLASSMATES	<u>2,758,007</u>	US	Classmates	Registered	Registered 9/2/03. Filed 8&15 on 11/21/08. Accepted & Acknowledged on 12/15/08. Renewal Due 9/2/12
CLASSMATES CONNECTIONS	<u>2,788,141</u>	US	Classmates	Registered	Registered 12/02/03. 8&15 accepted on 12/31/08; Renewal due 12/2/12
REAL PEOPLE. REAL NAMES.	<u>3,475,585</u>	US	Classmates	Registered	Registered 7/29/08. 8& 15 due 7/29/13