

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Receiving party's entity type and address previously recorded on Reel 003861 Frame 0646. Assignor(s) hereby confirms the Change of Name.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Loyalty Management Group Canada Inc.		07/04/2008	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	LoyaltyOne, Inc.		
Street Address:	438 University Avenue		
Internal Address:	Suite 600		
City:	Toronto, Ontario		
State/Country:	CANADA		
Postal Code:	M5G 2L1		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2839341		
Registration Number:	3091784	LOYALTY REWARDS RESULTS KNOWLEDGE	
Registration Number:	3091785	LOYALTY	
Registration Number:	3091786	LOYALTY THE LOYALTY GROUP	
CORRESPONDENCE DATA			
Fax Number:	(312)698-2152		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	jason.schmitz@bakermckenzie.com, colleen.brennan@bakermckenzie.com		
Correspondent Name:	Jason K. Schmitz		
Address Line 1:	130 E. Randolph Drive		
Address Line 2:	One Prudential Plaza, Suite 3500		
Address Line 4:	Chicago, ILLINOIS 60601		

CH \$115.00 2839341

TRADEMARK

900162668

REEL: 004209 FRAME: 0767

ATTORNEY DOCKET NUMBER:	22240359-000300
DOMESTIC REPRESENTATIVE	
Name:	
Address Line 1:	
Address Line 2:	
Address Line 3:	
Address Line 4:	
NAME OF SUBMITTER:	Jason K. Schmitz
Signature:	/jason k. schmitz/
Date:	05/20/2010
<p>Total Attachments: 6</p> <p>source=LoyaltyOne Inc Corrective Assignment confirmation receipt from previously submitted assignment#page1.tif</p> <p>source=LoyaltyOne Inc Corrective Assignment confirmation receipt from previously submitted assignment#page2.tif</p> <p>source=LoyaltyOne Inc Corrective Assignment confirmation receipt from previously submitted assignment#page3.tif</p> <p>source=LoyaltyOne Inc Corrective Assignment confirmation receipt from previously submitted assignment#page4.tif</p> <p>source=LoyaltyOne Inc Corrective Assignment confirmation receipt from previously submitted assignment#page5.tif</p> <p>source=LoyaltyOne Inc Corrective Assignment confirmation receipt from previously submitted assignment#page6.tif</p>	



Electronic Trademark Assignment System

Confirmation Receipt

Your assignment has been received by the USPTO.
The coversheet of the assignment is displayed below:

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Loaylty Management Group Canada Inc.		07/04/2008	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	LoyaltyOne, Inc.		
Street Address:	6101 Meijer Drive		
City:	Milford		
State/Country:	OHIO		
Postal Code:	45150		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3091785	LOYALTY	
Registration Number:	2839341		
Registration Number:	2728461	REWARDS RESULTS KNOWLEDGE	
Registration Number:	3091786	LOYALTY THE LOYALTY GROUP	
Registration Number:	3091784	LOYALTY REWARDS RESULTS KNOWLEDGE	
CORRESPONDENCE DATA			

Address Line 1: P. O. Box 2828
Address Line 4: Chicago, ILLINOIS 606902828

ATTORNEY DOCKET NUMBER: 07150918 JKS 7931

NAME OF SUBMITTER: Jason K. Schmitz

Signature: /jks/

Date: 09/30/2008

Total Attachments: 4

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RECEIPT INFORMATION

ETAS ID: TM125984

Receipt Date: 09/30/2008

Fee Amount: \$140

For Ministry Use Only
À l'usage exclusif du ministère
Ontario
Ministry of
Government Services

Ministère des
Services gouvernementaux

Ontario Corporation Number
Numéro de la société en Ontario

1307021

CERTIFICATE
This is to certify that these articles
are effective on

CERTIFICAT
Ceci certifie que les présents statuts
entrent en vigueur le

JULY 09 JUN, 2008



Director / Directrice
Business Corporations Act / Loi sur les sociétés par actions

Form 3
Business
Corporations
Act

Formule 3
Loi sur les
sociétés par
actions

**ARTICLES OF AMENDMENT
STATUTS DE MODIFICATION**

1. The name of the corporation is: (Set out in BLOCK CAPITAL LETTERS)
Dénomination sociale actuelle de la société (écrire en LETTRES MAJUSCULES SEULEMENT):

L	O	Y	A	L	T	Y		M	A	N	A	G	E	M	E	N	T		G	R	O	U	P		C	A	N	A	D
A				I		N	C	.																					

2. The name of the corporation is changed to (if applicable): (Set out in BLOCK CAPITAL LETTERS)
Nouvelle dénomination sociale de la société (s'il y a lieu) (écrire en LETTRES MAJUSCULES SEULEMENT):

L	O	Y	A	L	T	Y	O	N	E	,		I	N	C	.														

3. Date of incorporation/amalgamation:
Date de la constitution ou de la fusion : **1998-07-24**

(Year, Month, Day)
(année, mois, jour)

4. Complete only if there is a change in the number of directors or the minimum / maximum number of directors.
Il faut remplir cette partie seulement si le nombre d'administrateurs ou si le nombre minimal ou maximal d'administrateurs a changé.

Number of directors is/are: or minimum and maximum number of directors is/are:
Nombre d'administrateurs : ou nombres minimum et maximum d'administrateurs :

Number or minimum and maximum
Nombre ou minimum et maximum

5. The articles of the corporation are amended as follows:
Les statuts de la société sont modifiés de la façon suivante :

to change the name of the Corporation to LoyaltyOne, Inc.

- 6. The amendment has been duly authorized as required by sections 168 and 170 (as applicable) of the *Business Corporations Act*.
La modification a été dûment autorisée conformément aux articles 168 et 170 (selon le cas) de la Loi sur les sociétés par actions.
- 7. The resolution authorizing the amendment was approved by the shareholders/directors (as applicable) of the corporation on
Les actionnaires ou les administrateurs (selon le cas) de la société ont approuvé la résolution autorisant la modification le

2008-07-04

(Year, Month, Day)
(année, mois, jour)

These articles are signed in duplicate.
Les présents statuts sont signés en double exemplaire.

LOYALTY MANAGEMENT GROUP CANADA INC.

(Name of Corporation) (If the name is to be changed by these articles set out current name)
(Dénomination sociale de la société) (Si l'on demande un changement de nom, indiquer ci-dessus la dénomination sociale actuelle).

By/
Par:



(Signature)
(Signature)

Secretary

(Description of Office)
(Fonction)