

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT												
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignee to American Express Incentive Services, LLC, a Missouri Limited Liability Company, effective date October 21, 2009. previously recorded on Reel 004083 Frame 0815. Assignor(s) hereby confirms the Assignment of Trademarks.												
CONVEYING PARTY DATA													
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Name</th> <th style="width:20%;">Formerly</th> <th style="width:20%;">Execution Date</th> <th style="width:30%;">Entity Type</th> </tr> </thead> <tbody> <tr> <td>American Express Marketing & Development Corp.</td> <td></td> <td>06/24/2010</td> <td>CORPORATION: DELAWARE</td> </tr> </tbody> </table>		Name	Formerly	Execution Date	Entity Type	American Express Marketing & Development Corp.		06/24/2010	CORPORATION: DELAWARE				
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<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%;">Name:</td> <td>American Express Incentive Services, L.L.C.</td> </tr> <tr> <td>Street Address:</td> <td>1400 South Highway Drive</td> </tr> <tr> <td>City:</td> <td>Fenton</td> </tr> <tr> <td>State/Country:</td> <td>MISSOURI</td> </tr> <tr> <td>Postal Code:</td> <td>63099</td> </tr> <tr> <td>Entity Type:</td> <td>LIMITED LIABILITY COMPANY: MISSOURI</td> </tr> </table>		Name:	American Express Incentive Services, L.L.C.	Street Address:	1400 South Highway Drive	City:	Fenton	State/Country:	MISSOURI	Postal Code:	63099	Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI
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Postal Code:	63099												
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PROPERTY NUMBERS Total: 3													
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CORRESPONDENCE DATA													
<p>Fax Number: (314)345-7600 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 314-345-7000 Email: kbastunas@senniger.com Correspondent Name: Paul Fleischut- Senniger Powers LLP Address Line 1: 100 North Broadway, 17th Floor Address Line 4: St. Louis, MISSOURI 63102</p>													
ATTORNEY DOCKET NUMBER:	MRZ9917:PIF/KSB												

OP \$90.00 3365424

900165842

**TRADEMARK
 REEL: 004233 FRAME: 0902**

NAME OF SUBMITTER:	Paul I. J. Fleischut
Signature:	/paul fleischut/
Date:	06/29/2010
Total Attachments: 4 source=01255902#page1.tif source=01255902#page2.tif source=01256019#page1.tif source=01256019#page2.tif	

CORRECTIVE TRADEMARK ASSIGNMENT

1. **WHEREAS**, AMERICAN EXPRESS MARKETING & DEVELOPMENT CORP. of 200 Vesey Street, New York, New York, 10285, U.S.A., a corporation duly organized and existing under and by virtue of the laws of the State of Delaware (hereinafter referred to as Assignor), has adopted and used in its business certain trademarks and service marks (hereinafter collectively "trademarks"); and

2. **WHEREAS**, Assignor has certain trademark registrations in the United States Patent and Trademark Office and in the Canadian Trademark Office listed below; and

3. **WHEREAS**, AMERICAN EXPRESS INCENTIVE SERVICES, L.L.C. of 1400 South Highway Drive, Fenton, Missouri, 63099, U.S.A., a limited liability company 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 registrations listed below and the good will of the business in connection with which said trademarks are used;

4. **NOW THEREFORE**, in consideration of the sum one dollar (\$1.00) 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 to all trademarks, trademark applications, and trademark registrations owned by Assignor 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 TRADEMARK REGISTRATIONS ARE AS FOLLOWS:

Mark	Country	Registration No.
CELEBRATE	United States	3365424
HOME SOLUTIONS	United States	3170071
PERSONAL PURSUITS	United States	3489417
DIRECTSPEND	United States	3321672
DIRECTSPEND	Canada	TMA696133

7. This is a nunc pro tunc and corrective assignment to be effective as of the 21st day of October 2009.

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

ASSIGNOR:

American Express Marketing & Development Corp.

By: 


Name: Dianne K. Cahill

Title: Secretary

Date: 24 June 2010

ASSIGNEE:

American Express Incentive Services, L.L.C.

By: 

Name: Russell Bergman

Title: CFO

Date: 6/24/10

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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Express Marketing & Development Corp.		10/21/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	American Express Incentive Services		
Street Address:	1309 North Highway Drive		
City:	Fenton		
State/Country:	MISSOURI		
Postal Code:	63099		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3365424	CELEBRATE	
Registration Number:	3489417	PERSONAL PURSUITS	
Registration Number:	3170071	HOME SOLUTIONS	
CORRESPONDENCE DATA			
Fax Number:	(212)640-9247		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-640-1027		
Email:	kerry.a.farrell@aexp.com		
Correspondent Name:	Kerry Farrell		
Address Line 1:	200 Vesey Street		
Address Line 4:	New York, NEW YORK 10285		
ATTORNEY DOCKET NUMBER:	555-930-780		
NAME OF SUBMITTER:	Dianne K. Cahill		

OP \$90.00 3365424

900146041

TRADEMARK
 REEL: 004083 FRAME: 0815

TRADEMARK
REEL: 004233 FRAME: 0906

Signature:	/dianne k. cahill/
Date:	10/23/2009
Total Attachments: 2 source=[Untitled]_1121#page1.tif source=[Untitled]_1121#page2.tif	

TRADEMARK
REEL: 004083 FRAME: 0816