

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Trilegiant Corporation		12/20/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Affinion Publishing, LLC		
<b>Street Address:</b>	10750 West Charleston Blvd.		
<b>Internal Address:</b>	Suite 130		
<b>City:</b>	Las Vegas		
<b>State/Country:</b>	NEVADA		
<b>Postal Code:</b>	89135		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3525249	EVERYDAY GUEST	
<b>Registration Number:</b>	3627762	EVERYDAY SAVINGS AND REWARDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)974-6924		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	2124684823		
<b>Email:</b>	jkatz@dglaw.com		
<b>Correspondent Name:</b>	Jeffrey C. Katz, Davis & Gillbert LLP		
<b>Address Line 1:</b>	1740 Broadway		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>ATTORNEY DOCKET NUMBER:</b>	517-149-159 (CJH ASSGN)		
<b>NAME OF SUBMITTER:</b>	Jeffrey C. Katz		
<b>Signature:</b>	/Jeffrey C. Katz/		

CH \$65.00 3525249

900183471

**TRADEMARK**  
 REEL: 004470 FRAME: 0670

Date:

12/20/2010

Total Attachments: 1

source=TM Assignment (Everyday)#page1.tif

**TRADEMARK ASSIGNMENT**

WHEREAS, Trilegiant Corporation, a Delaware corporation located at 6 High Ridge Park, Stamford, Connecticut 06905 (hereinafter "Assignor") is the owner of the marks listed below which are registered in the United States Patent and Trademark Office:

<b><u>Mark</u></b>	<b><u>Registration No.</u></b>	<b><u>Registration Date</u></b>
EVERYDAY GUEST	3,525,249	October 28, 2008
EVERYDAY SAVINGS AND REWARDS	3,627,762	May 26, 2009

WHEREAS, Affinion Publishing, LLC, a limited liability company of the State of Delaware, located at 10750 West Charleston Blvd., Suite 130, Las Vegas, Nevada, 89135, U.S., (hereinafter "Assignee") is desirous of acquiring said marks and said registrations thereof;

NOW, THEREFORE, the parties confirm that as of the effective date below, Assignor assigns unto Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the above-identified registrations thereof, and all rights to damages or profits due or accrued arising out of past infringement of the 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 effective as of December 20, 2011.

Trilegiant Corporation

By: Lynn Doonan  
Name: Lynn Doonan  
Title: V.P.

Affinion Publishing, LLC

By: \_\_\_\_\_  
Name: Lynn Doonan  
Title: V.P.