

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
Loyaltyworks, Inc		08/29/2012	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	LW Acquisition, LLC		
Street Address:	2337 Perimeter Park Drive, Suite 220		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30341		
Entity Type:	LIMITED LIABILITY COMPANY: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2849564	LOYALTYWORKS	
CORRESPONDENCE DATA			
Fax Number:	4048809912		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	pburrus@burrusiplaw.com		
Correspondent Name:	Philip H. Burrus, IV		
Address Line 1:	460 Grant Street SE		
Address Line 4:	Atlanta, GEORGIA 30312		
ATTORNEY DOCKET NUMBER:	BTSTD0006SD		
NAME OF SUBMITTER:	Philip H. Burrus, IV		
Signature:	/Philip H. Burrus, IV/		
Date:	09/04/2012		
Total Attachments: 3 source=BTSTD0006SD_USA_2012-9-4_Assignment_Filed#page1.tif source=BTSTD0006SD_USA_2012-9-4_Assignment_Filed#page2.tif source=BTSTD0006SD_USA_2012-9-4_Assignment_Filed#page3.tif			

OP \$40.00 2849564

ASSIGNMENT

WITNESSETH:

WHEREAS Argus Management, a corporation under the laws of the state of Massachusetts, with headquarters address of 15 Keith Hill Road, Grafton, Massachusetts 01519, and principal place of business of Grafton, Massachusetts, is the liquidating agent of Loyaltyworks, Inc., a dissolved corporation under the laws of the state of Georgia, with former headquarters address of 5300 Triangle Parkway, Suite 200, Norcross, Georgia, 30093, and former principle place of business of Atlanta, Georgia, hereinafter "Transferor", and is therefore the liquidating agent for the assignee of record in US Trademark Registration No. 2,849,564, for the mark Loyaltyworks, for which an application for United States Trademark Registration was filed on November 12, 2002, Application No. 78/184,049, hereinafter the "Mark";

AND

WHEREAS LW Acquisition, LLC, a limited liability company under the laws of the state of Georgia, with headquarters address of 2337 Perimeter Park Drive, Suite 220, Atlanta, Georgia 30341, and principal place of business of Atlanta, Georgia, hereinafter "Transferee", acquires the entire right, title, and interest in the same by way of an Asset Purchase & License Agreement executed by Loyaltyworks, Inc., on July 30, 2009;

NOW THEREFORE:

KNOW ALL MEN BY THESE PRESENTS, that Transferor, for and in consideration of Ten (\$10), the receipt whereof is acknowledged, and for other good and valuable consideration, has granted, bargained, sold, assigned, and fully and irrevocably transferred unto Transferee the full and exclusive right to the said Mark in the United States, and the entire right, title, and interest in and to any and all Trademark Registrations that have granted or may be granted in the United States, and upon any Trademark Application claiming priority to the Mark.

Transferor does hereby also sell, assign and transfer unto Transferee the entire right, title and interest in and to the Mark and in and to applications for Trademark Registrations therefor in all countries foreign to the United States, including all rights under any and all international conventions and treaties in respect of the Mark and the applications for Trademark Registrations in foreign countries, and further authorizes Transferee to apply for Trademark Registrations in foreign countries directly in its own name, and to claim priority of the filing date of the application for the Mark in the United States of America under the provisions of any and all international conventions and treaties.

Transferor hereby authorizes and requests the Commissioner of Patents and Trademarks to transfer said Mark, and upon any application claiming priority to the Mark or for the word(s) LOYALTYWORKS, to Transferee, of the entire right, title, and

Loyaltyworks, Inc., c/o Argus Management 1
LW Acquisition, LLC
Assignment

Serial No: 78/184,049
Reg. No. 2,849,564

TRADEMARK
REEL: 004855 FRAME: 0219

