## 900232677 09/04/2012

# 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

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US

Mail.

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

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TRADEMARK
REEL: 004855 FRAME: 0218

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 assignce 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 LW Acquisition, LLC Assignment Serial No: 78/184,049 Reg. No. 2,849,564 interest in and to the same, for its sole use and behoof; and for the use and behoof of its legal representatives, to the full end of the term for which said Trademark Registrations may be granted, as fully and entirely as the same would have been held by Transferor had this assignment and sale not been made.

Transferor hereby ratifies and affirms all acts that its attorney or substitute or substitutes under it shall lawfully do by virtue hereof.

Executed this 29<sup>th</sup> day of Avaysi .2012.at 10:30Am

Martin Hopkins. Authorized Representative

Liquidating Agent

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Date

STATE OF

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The undersigned Notary Public in and for the County and State aforesaid, do hereby certify that Martin Hopkins, whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that they signed, sealed and delivered the instrument as their free and voluntary act and deed for the uses and purposes therein set forth.

Given under my hand and notarial seal this \_\_\_\_\_ 39 42 day of \_\_AUGUST \_\_\_.

My commission expires: 6/11/15

Yotary Public Signature

Printed Name of Notary Public

JUSTINE L. JACOME
Notary Public
COMMONWEALTHOF MASSACHUSETTS
My Commission Expires
June 11, 2015

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

RECORDED: 09/04/2012

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

TRADEMARK REEL: 004855 FRAME: 0220