

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Certificate of Conversion		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Loyalty Lab, Inc.		09/29/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Loyalty Lab LLC		
Street Address:	575 Market Street, 14th Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3391919	LOYALTY LAB	
CORRESPONDENCE DATA			
Fax Number:	8586785099		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(858) 678-5070		
Email:	tmdoctc@fr.com		
Correspondent Name:	Fish & Richardson P.C.		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
ATTORNEY DOCKET NUMBER:	16231-0275001		
NAME OF SUBMITTER:	Lisa M. Martens		
Signature:	/lisa m martens/		
Date:	11/29/2012		
Total Attachments: 2 source=Certificate of Conversion#page1.tif source=Certificate of Conversion#page2.tif			

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Delaware

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The First State

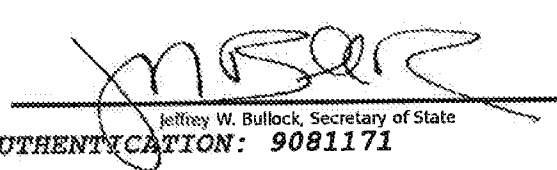
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "LOYALTY LAB, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "LOYALTY LAB, INC." TO "LOYALTY LAB LLC", FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF SEPTEMBER, A.D. 2011, AT 9:52 O'CLOCK P.M.

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You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9081171

DATE: 10-10-11

TRADEMARK
REEL: 004909 FRAME: 0394

State of Delaware
Secretary of State
Division of Corporations
Delivered 09:52 PM 09/29/2011
FILED 09:52 PM 09/29/2011
SRV 111057066 - 3706641 FILE

**STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT**

The undersigned, as an authorized officer and for the purpose of converting Loyalty Lab, Inc., a Delaware corporation to Loyalty Lab LLC, a Delaware limited liability company under the Delaware Limited Liability Act (Section 18-214), hereby certifies as follows:

1. The jurisdiction where the Corporation first formed is Delaware.
2. The jurisdiction immediately prior to filing this Certificate is Delaware.
3. The date the corporation first formed is September 19, 2003.
4. The name of the Corporation immediately prior to filing this Certificate is Loyalty Lab, Inc.
5. The name of the Limited Liability Company as set forth in the Certificate of Formation is Loyalty Lab LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 29th day of September, 2011.

LOYALTY LAB, INC.

By: /s/ William R. Hughes
Name: William R. Hughes
Title: Secretary