

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Affinion Loyalty Group, Inc.		02/14/2013	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Connexions Loyalty, Inc.
Street Address:	7814 Carousel Lane
City:	Richmond
State/Country:	VIRGINIA
Postal Code:	23294
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 15**

Property Type	Number	Word Mark
Serial Number:	85604223	MOTIVENGINE
Registration Number:	4277256	SHOPRAISING MALL
Registration Number:	3314201	EXPERIENCE THE POWER OF POINTS
Registration Number:	3292469	THE REWARDS SHOP
Registration Number:	3183093	LEGAL ASSISTANT
Registration Number:	3303807	ELECTRONICS GUARD
Registration Number:	3131051	HOME ASSISTANT
Registration Number:	3036788	CONVERTING CUSTOMERS INTO FANS
Registration Number:	2599208	EMPLOYALTY
Registration Number:	2952535	DATALAB
Registration Number:	2835242	LOLA
Registration Number:	2796353	CHARITY REWARDS
Registration Number:	2865507	COMPLETEASSISTANT
Registration Number:	2580094	

CH \$390.00 85604223

Registration Number:

2453903

ELITE REWARDS

**CORRESPONDENCE DATA**

Fax Number:

2124684888

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

Phone:

212-468-4800

Email:

jkatz@dglaw.com, jharris@dglaw.com, tsuhay@dglaw.com

Correspondent Name:

Jeffrey C. Katz, Davis & Gilbert LLP

Address Line 1:

1740 Broadway

Address Line 4:

New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:

00517-154-145-ASSN-JH

NAME OF SUBMITTER:

Jeffrey C. Katz

Signature:

/Jeffrey C. Katz/

Date:

03/04/2013

**Total Attachments: 3**

source=AFFINION LOYALTY GROUP, INC. DE - CERTIFICATE OF AMENDMENT#page1.tif

source=AFFINION LOYALTY GROUP, INC. DE - CERTIFICATE OF AMENDMENT#page2.tif

source=AFFINION LOYALTY GROUP, INC. DE - CERTIFICATE OF AMENDMENT#page3.tif

# Delaware

PAGE 1

*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "AFFINION LOYALTY GROUP, INC.", CHANGING ITS NAME FROM "AFFINION LOYALTY GROUP, INC." TO "CONNEXIONS LOYALTY, INC.", FILED IN THIS OFFICE ON THE FOURTEENTH DAY OF FEBRUARY, A.D. 2013, AT 6:29 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

3409335 8100

130177515

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 0217981

DATE: 02-14-13

TRADEMARK  
REEL: 004974 FRAME: 0380

CERTIFICATE OF AMENDMENT  
OF  
CERTIFICATE OF INCORPORATION  
OF  
AFFINION LOYALTY GROUP, INC.

Dated February 14, 2013

Affinion Loyalty Group, Inc. (the "Corporation"), a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "DGCL"), does hereby certify as follows:

**FIRST:** That by unanimous written consent of the Board of Directors of the Corporation, resolutions were adopted setting forth a proposed amendment to the Certificate of Incorporation of the Corporation (the "Certificate"), declaring its advisability, and directing that the amendment proposed be submitted to the stockholders of the Corporation for consideration and approval.

**SECOND:** That the sole stockholder of the Corporation, by written consent in lieu of a special meeting, consented to and adopted this amendment.

**THIRD:** That this amendment was duly adopted in accordance with the applicable provisions of Sections 228 and 242 of the DGCL.

**FOURTH:** The Certificate is hereby amended by deleting the FIRST paragraph thereof and by substituting in lieu of said FIRST paragraph the following new FIRST paragraph:

"FIRST. The name of the corporation is Connexions Loyalty, Inc."

\* \* \* \* \*

IN WITNESS WHEREOF, the Corporation has caused the undersigned to execute this Certificate as of the date set forth herein.

AFFINION LOYALTY GROUP, INC.

By: 

Name: Todd H. Siegel

Title: Chief Executive Officer