

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nederlander Alliances LLC		02/19/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Audience Rewards, LLC		
Street Address:	250 West 52nd Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3331941	AUDIENCE REWARDS	
Registration Number:	3331489	AUDIENCE REWARDS	
Registration Number:	3287402	AUDIENCE REWARDS	
CORRESPONDENCE DATA			
Fax Number:	2129499190		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212) 949-9022		
Email:	jms9581@aol.com		
Correspondent Name:	Victor M. Tannenbaum		
Address Line 1:	666 Third Avenue		
Address Line 2:	10th Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	8004701		

900252407

TRADEMARK  
 REEL: 005006 FRAME: 0981

CH \$90.00 3331941

NAME OF SUBMITTER:	Victor M. Tannenbaum
Signature:	/VMT/
Date:	04/15/2013
<b>Total Attachments: 4</b> source=Audience Rewards US Powers#page1.tif source=Audience Rewards US Powers#page2.tif source=Audience Rewards US Powers#page3.tif source=Audience Rewards US Deed of Assign#page1.tif	

UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, NEDERLANDER ALLIANCES LLC, a limited liability company organized and existing under the laws of the State of Delaware, United States of America, with an office at 1450 Broadway, City of New York, State of New York 10018, United States of America (hereinafter called the ASSIGNOR) is the owner of and has adopted and used the following trademarks registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Number</u>
AUDIENCE REWARDS	3331941
AUDIENCE REWARDS	3331489
AUDIENCE REWARDS AND DESIGN	3287402

AND WHEREAS, AUDIENCE REWARDS, LLC, a limited liability company organized and existing under the laws of the State of Delaware, United States of America, with an office at 250 West 52nd Street, City of New York, State of New York 10019, United States of America (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof.

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademarks and trademark registrations, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this assignment this 19 day of FEBRUARY, 2013.

NEDERLANDER ALLIANCES LLC

(By) *Mark Franklin*  
(Title) EXECUTIVE VICE PRESIDENT

UNITED STATES

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**REVOCAATION**  
**AND**  
**NEW POWER OF ATTORNEY**

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Mark: AUDIENCE REWARDS AND DESIGN

Registration: 3287402

Serial No.:

Class(es):

Owner: Audience Rewards, LLC

**POWER OF ATTORNEY**

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation

Lawrence E. Abelman  
Jeffrey A. Schwab  
Victor M. Tannenbaum  
Peter J. Lynfield  
Caridad Piñeiro Scordato  
Julianne Abelman

Thomas E. Spath  
Julie B. Seyler  
Marie-Anne Mastrovito  
Constance Golden  
Frank Terranella

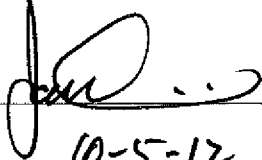
members of the Bar of the State of New York, whose address is

**ABELMAN, FRAYNE & SCHWAB**  
666 Third Avenue  
New York, New York 10017-5621, U.S.A.

to transact business in the Patent and Trademark Office in connection with our trademarks, applications therefor, and registrations which have or will issue thereon.

By

Date

  
Josh Lesnick  
President CEO  
10-5-12

UNITED STATES

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REVOCATION  
AND  
NEW POWER OF ATTORNEY

---

Mark: AUDIENCE REWARDS  
Registration: 3331489  
Serial No.:  
Class(es):  
Owner: Audience Rewards, LLC

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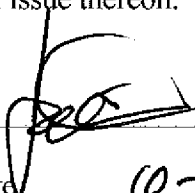
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By

Date

  
Douglas Leonard  
President  
10-5-12

UNITED STATES

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REVOCATION  
AND  
NEW POWER OF ATTORNEY

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Registration: 3331941

Serial No.:

Class(es):

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By

Date

  
Paul Lesnau  
President & CEO  
10-23-12