

**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									
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Affinion Benefits Group, LLC</td> <td></td> <td>04/23/2013</td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> </tbody> </table>	Name	Formerly	Execution Date	Entity Type	Affinion Benefits Group, LLC		04/23/2013	LIMITED LIABILITY COMPANY: DELAWARE	
Name	Formerly	Execution Date	Entity Type						
Affinion Benefits Group, LLC		04/23/2013	LIMITED LIABILITY COMPANY: DELAWARE						
RECEIVING PARTY DATA									
Name:	Affinion Publishing, LLC								
Street Address:	10750 West Charleston Boulevard, Suite 130								
City:	Las Vegas								
State/Country:	NEVADA								
Postal Code:	89135								
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE								
PROPERTY NUMBERS Total: 1									
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>4230355</td> <td>CONVENIENT HEALTH INSURANCE</td> </tr> </tbody> </table>	Property Type	Number	Word Mark	Registration Number:	4230355	CONVENIENT HEALTH INSURANCE			
Property Type	Number	Word Mark							
Registration Number:	4230355	CONVENIENT HEALTH INSURANCE							
CORRESPONDENCE DATA									
Fax Number:	2124684888								
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>									
Phone:	2124684974								
Email:	jwildes@dglaw.com								
Correspondent Name:	Joy J. Wildes, Esq., Davis & Gilbert LLP								
Address Line 1:	1740 Broadway								
Address Line 4:	New York, NEW YORK 10019								
ATTORNEY DOCKET NUMBER:	00517-0154-132 (ASG CJH)								
NAME OF SUBMITTER:	Joy J. Wildes								
Signature:	/Joy J. Wildes/								
Date:	04/25/2013								
Total Attachments: 1 source=TM Assignment ConvenientHealthtoAPUB#page1.tif									

CH \$40.00 4230355

**TRADEMARK ASSIGNMENT**

**WHEREAS**, Affinion Benefits Group, LLC, a limited liability company of the State of Delaware (hereinafter, "Assignor"), is the owner of the mark listed below which is registered in the United States Patent and Trademark Office:


<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
 Convenient Health Insurance	4230355	October 23, 2012

**WHEREAS**, Affinion Publishing, LLC, a limited liability company of the State of Delaware, located at 10750 West Charleston Boulevard, Suite 130, Las Vegas, Nevada 89135 (hereinafter, "Assignee"), is desirous of acquiring said mark and said registration thereof.

**NOW, THEREFORE**, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the registrations thereof listed above and all rights to damages or profits, due or accrued, arising out of past infringement of said mark or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

**IN WITNESS WHEREOF**, this Assignment has been executed to be effective as of the 24 day of April, 2013.

Affinion Benefits Group, LLC

By:   
Name: Lynn Doonan  
Title: V.P.

Affinion Publishing, LLC

By:   
Name: Lynn Doonan  
Title: V.P.