

## 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
	Affinion Benefits Group, LLC		04/23/2013
			LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Affinion Publishing, LLC		
Street Address:	10750 West Charleston Boulevard		
Internal Address:	Suite 130		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89135		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	2753100	PROGENY MARKETING INNOVATIONS
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:	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:	00517-154-065-ASSN-JH		
NAME OF SUBMITTER:	Jeffrey C. Katz		
Signature:	/Jeffrey C. Katz/		
Date:	06/07/2013		
Total Attachments: 1 source=PROGENY MARKETING INNOVATIONS#page1.tif			

CH \$40.00 2753100

**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>
PROGENY MARKETING INNOVATIONS	2753100	August 19, 2003

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 23rd day of April 2013.

**Affinion Benefits Group, LLC**

By:   
[Signature]

Lynn Doonan  
[Signatory's Name]

V.P.  
[Signatory's Title]

**Affinion Publishing, LLC**

By:   
[Signature]

Lynn Doonan  
[Signatory's Name]

V.P.  
[Signatory's Title]