

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
JPMORGAN CHASE BANK, N.A., As Administrative Agent		10/23/2013	National Banking Association: UNITED STATES

**RECEIVING PARTY DATA**

<b>Name:</b>	Heartland Payment Systems, Inc.
<b>Street Address:</b>	90 Nassau Street
<b>City:</b>	Princeton
<b>State/Country:</b>	NEW JERSEY
<b>Postal Code:</b>	08542
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 49**

Property Type	Number	Word Mark
Registration Number:	2949857	CHOCKSTONE
Registration Number:	3336877	DELIVERING THE FUTURE OF STORED VALUE
Serial Number:	77656465	E3
Serial Number:	77689721	E3 END-TO-END ENCRYPTION POWERED BY HEAR
Serial Number:	77193183	GIVE SOMETHING BACK NETWORK
Serial Number:	77193194	GIVE SOMETHING BACK NETWORK
Registration Number:	3541055	GSB NETWORK
Registration Number:	3541056	GSB NETWORK
Registration Number:	3642349	HEARTLAND AUTO RECOVERY
Serial Number:	77788304	HEARTLAND BATCH EXPRESS
Serial Number:	77737060	HEARTLAND CAMPUS ONECARD
Serial Number:	77702184	HEARTLAND CONNECT
Serial Number:	77193131	HEARTLAND GIVE SOMETHING BACK NETWORK
Serial Number:	77193160	HEARTLAND GIVE SOMETHING BACK NETWORK

**TRADEMARK**

**900269792**

**REEL: 005136 FRAME: 0743**

**CH \$1240.00 2949857**

Serial Number:	77737046	HEARTLAND ONECARD
Registration Number:	2912635	HEARTLAND PAYDAY
Registration Number:	2747285	HEARTLAND PAYDAY
Registration Number:	2742163	HEARTLAND PAYMENT SYSTEMS
Registration Number:	3315693	HEARTLAND PAYMENT SYSTEMS THE HIGHEST ST
Registration Number:	3578543	HEARTLAND PAYMENT SYSTEMS THE HIGHEST ST
Registration Number:	3304297	HEARTLAND POS GATEWAY
Registration Number:	3304298	HEARTLAND POS G·A·T·E·W·A·Y
Serial Number:	77757776	HEARTLAND SMARTLINK
Serial Number:	77757779	HEARTLAND SMARTLINK
Serial Number:	77771353	HEARTLAND SMARTOPS
Serial Number:	77771359	HEARTLAND SMARTOPS
Registration Number:	3642348	HEARTLAND TABLE SIDE
Registration Number:	3625889	HEARTLAND WEBCONNECT
Registration Number:	3088561	HLEARNING
Registration Number:	3308348	HPS
Registration Number:	3146961	HPS
Registration Number:	3303529	HPS
Registration Number:	3146960	HPS
Registration Number:	2877400	HPS EXCHANGE
Serial Number:	77690595	INSTALERT
Registration Number:	3132232	INSTAVIEW
Serial Number:	78913582	MERCHANT BILL OF RIGHTS
Serial Number:	77627842	MERCHANT BILL OF RIGHTS
Serial Number:	77756670	ONECARD
Registration Number:	3103510	ONLINE.... MERCHANT CENTER....
Registration Number:	3303428	PASSPORT
Registration Number:	2968089	PEPPERCOIN
Registration Number:	2896341	PEPPERCOIN
Registration Number:	2896340	PEPPERCOIN
Serial Number:	77105521	RECEIPT AND RESPOND
Serial Number:	77279494	SIMPLYLOYALTY
Serial Number:	78449880	SINGLESWIPE
Registration Number:	3604275	SINGLE SWIPE
Registration Number:	3077452	THE TECHNOLOGY BEHIND STORED VALUE

**TRADEMARK**

**REEL: 005136 FRAME: 0744**

Fax Number: 7043507800

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

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ATTORNEY DOCKET NUMBER:	3165.7103
NAME OF SUBMITTER:	Patrick Strubbe
Signature:	/W&S/
Date:	10/23/2013

**Total Attachments: 29**

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**TERMINATION OF SECURITY INTERESTS  
AMENDED AND RESTATED PLEDGE AND SECURITY AGREEMENT**

**October 23, 2013**

WHEREAS, the undersigned is a party to that certain Amended and Restated Pledge and Security Agreement, recorded by the Assignment Division of the U.S. Patent and Trademark Office at Reel 025434, Frame 0387 and at Reel 4414, Frame 0470 on December 1, 2010 (the "Security Agreement"), by and among Heartland Payment Systems, Inc., a Delaware corporation (the "Borrower"), and JPMorgan Chase Bank, N.A., a national banking association, in its capacity as the administrative agent (in such capacity, the "Administrative Agent") under that certain Second Amended and Restated Credit Agreement dated as of November 24, 2010 by and among the Borrower, the lenders and agents party thereto and the Administrative Agent (as amended, supplemented and otherwise modified, the "Credit Agreement");

WHEREAS, pursuant to the Security Agreement, the Borrower granted a security interest in its right, title and interest in the property listed on Exhibit A hereto (the "Pledged Collateral") to the Administrative Agent, for the ratable benefit of the Secured Parties referred to therein, as collateral security for the prompt and complete payment and performance of the Secured Obligations (as defined therein);


WHEREAS, as of the date hereof, the Secured Obligations have been paid and discharged in full and the Security Agreement has been automatically terminated by its terms.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and with the intent to be legally bound hereby, the undersigned hereby agrees that the security interests of the Administrative Agent in the Pledged Collateral in connection with the Security Agreement and the Credit Agreement are hereby released, and the parties hereto shall have no further rights, remedies, liabilities or obligations under the Security Agreement.

[Remainder of page intentionally left blank.]

IN WITNESS WHEREOF, the parties hereto have executed this Termination of Security Interests to be effective as of the date first written above.

JPMorgan Chase Bank, N.A., as  
Administrative Agent

By:   
Name: Goh Siew Tan  
Title: Vice President

State of New York )  
County of New York )      ss.


The foregoing instrument was acknowledged before me this 8 day of October, 2013 by Goh Siew Tan, an authorized signatory of JPMorgan Chase Bank, N.A., a national banking corporation, on behalf of said banking corporation.

ADREA S. ADAMS  
NOTARY PUBLIC, STATE OF NEW YORK  
QUALIFIED IN BRONX COUNTY  
REG. #01AD6237811  
MY COMM. EXP. MARCH 28, 2015

  
Notary Public

AGREED AND ACCEPTED

Heartland Payment Systems, Inc.

By: 

Name: Robert H. B. Baldwin, Jr.

Title: Vice Chair

## EXHIBIT A

### PLEDGED COLLATERAL

#### Patents and Patent Applications

Unless otherwise noted below, Heartland Payment Systems is the owner of the following patents and patent applications.

#### **SYSTEMS AND METHODS FOR IMPLEMENTING PARKING TRANSACTIONS AND OTHER FINANCIAL TRANSACTIONS**

**Abstract:** A payment processing system configured to provide merchant-specific accounts to consumers, such as virtual prepaid parking accounts, that are accessed by payment instruments. In one embodiment, the payment processing system can create and provide a variety of payment methodologies for purchases, such as pay-as-you-go, virtual prepaid, virtual subscription, and post-paid purchases. In some embodiments, the merchant can provide consumers with rewards accounts and opportunities to earn reward points or other loyalty-based currencies through qualifying purchase transactions. The system can also refund merchant-specific accounts for returns or unused portions of prepaid resources. The consumer can access their merchant-specific accounts for purchase payment or refund using a preferred payment instrument, such as a credit or debit card.

<b>Reference No. Status</b>	<b>Application Data Publication Data</b>	<b>Assignment / Status</b>
69828-8001EP	07815035.6 2007-05-15  EP 2030148 2009-03-04	Heartland  <i>Pending</i>
69828-8001US1	11/748,384 2007-05-14  US 2007-0267479 2007-05-14	Heartland  <i>Allowed</i>
69828-8001WO	PCT/US07/68972 2007-05-15  WO 2007/134323 2007-11-22	—  <i>Partially Converted</i>

#### **SYSTEMS AND METHODS FOR IMPLEMENTING FINANCIAL TRANSACTIONS**

**Abstract:** A payment processing system to provide merchant-specific accounts to consumers that are accessed by payment instruments. In one embodiment, the payment processing system can create and provide a variety of payment methodologies for purchases, such as pay-as-you-go, virtual prepaid, virtual subscription, and post-paid

purchases. The merchant may, in some embodiments provide consumers with merchant rewards accounts and an opportunity to earn reward points or other loyalty-based currencies through qualifying purchase transactions. The consumer may access their merchant-specific accounts for purchase payment using a preferred payment instrument, such as a credit or debit card.

Reference No. Status	Application Data Publication Data	Assignment / Status
69828-8003AU	2007244907 2007-04-24	Heartland <i>Pending</i>
69828-8003EP	07761189.5 2007-04-24 EP 2024916 2009-02-18	Heartland <i>Pending</i>
69828-8003IN	4757/KOLNP/2008 2007-04-24	Heartland <i>Pending</i>
69828-8003US1	11/739,012 2007-04-23 US 2008-0040261 2008-02-14	Heartland <i>Pending</i>
69828-8003WO	PCT/US07/67299 2007-04-24 WO 2007/127729 2007-11-08	— <i>Partially Converted</i>

## METHOD AND SYSTEM FOR MICROPAYMENT TRANSACTIONS

**Abstract:** A micropayment system and method is presented for a payor U to establish payment to payee M for a transaction T, which typically has a very low value  $T \ll V$ ?. The micropayment scheme minimizes the bank's processing costs, while at the same time eliminating the need for users and merchants to interact in order to determine whether a given micropayment should be selected for payment. In one embodiment, the micropayment scheme includes time constraints, which require that an electronic check C for the transaction T be presented to a bank B for payment within a predetermined time/date interval. In another embodiment, the micropayment scheme includes a selective deposit protocol, which guarantees that a user is never charged in excess of what he actually spends, even within a probabilistic framework. In another embodiment, the micropayment scheme includes a deferred selection protocol, which provides the bank with control and flexibility over the payment selection process.

Reference No. Status	Application Data Publication Data	Assignment / Status
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Reference No. Status	Application Data Publication Data	Assignment / Status
69828-8004US3	10/476,128 2002-04-17  US 2004-0199475 2004-10-07	MIT  <i>Pending</i>
69828-8004WO	PCT/US02/12189 2002-04-17  WO 2002/088874 2002-11-07	—  <i>Converted</i>

Heartland Payment Systems has the exclusive license to these patents from Massachusetts Institute of Technology.

### MICROPAYMENT PROCESSING METHOD AND SYSTEM

Abstract: A method of producing an offer package (150) includes defining, within the offer package (156), a description of an offered product. The cost of the offered product and the merchant (154) making the offer are also defined within the offer package (158), which includes an encrypted version of the offered product (158, 160, 164).

Reference No. Status	Application Data Publication Data	Assignment / Status
69828-8005US2	10/553,611 2008-01-08  US 2008-0232590 2008-09-25	Heartland/ P. Solomon  <i>Pending</i>
69828-8005WO	PCT/US04/001845 2004-01-23  WO 2004/068293 2004-12-08	—  <i>Converted</i>

### MICROPAYMENT PROCESSING METHOD AND SYSTEM

Abstract: A payment processing system includes one transaction processor that aggregates cost data associated with low-priced sales transactions between a consumer and a merchant. The transaction processor sends data that represents the aggregated cost data to an acquiring banking entity associated with the merchant. The system also includes another transaction processor that stores data that represents each individual low-priced sales transaction. The stored data is accessible by one or more banking entities associated with the merchant.

Reference No. Status	Application Data Publication Data	Assignment / Status
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Reference No. Status	Application Data Publication Data	Assignment / Status
69828-8006CN	200580028681.1 2005-06-27  CN 101010690 2007-08-01	Chockstone  <i>Pending</i>
69828-8006EP	05778377.1 2005-06-27  EP 1769457 2007-04-04	Heartland  <i>Pending</i>
69828-8006HK	08101222.0 2008-01-31  HK 1110674A 2008-07-18	Chockstone  <i>Pending</i>
69828-8006IN	299/KOLNP/2007 2005-06-27	Peppercorn  <i>Pending</i>
69828-8006KR	10-2007-7001803 2005-06-27	Chockstone  <i>Pending</i>
69828-8006WO	PCT/US05/23013 2005-06-27  WO 2006/004794 2007-01-25	—  <i>Converted</i>

## SYSTEM FOR PROCESSING STORED VALUE INSTRUMENT

**Abstract:** Disclosed is a method for managing at least one transaction through traditional credit card authorization payment infrastructures by supplying personal account numbers to retailers. Personal account numbers correspond to issuer managed accounts that may be assigned at point of sale, and activated at redemption, and may restrict which merchants can process the personal account number to extract value therefrom. Also disclosed is an apparatus for distribution in retail and redemption at selected redemption sites. The apparatus is a card that includes machine readable code and account information where at least some of data corresponding to the machine readable code differs from the account information. The card may configured to retain a personal account number or other account information compatible with selected redemption site interfaces. Redemption can be limited to selected retailers or groups of retailers.

Reference No. Status	Application Data Publication Data	Assignment / Status
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Reference No. Status	Application Data Publication Data	Assignment / Status
0180-001	60/552,309 03/11/2004 (Filed)	Alliance Data Systems Corporation
0180-001WO	PCT/US05/07838 03/10/2005 (filed)	Alliance Data Systems Corporation
0180-001	10/598,778 09/11/2006 (Filed)	Alliance Data Systems Corporation
0180-001CA	2,559,166 09/11/2006 (filed)	Alliance Data Systems Corporation

## APPARATUS AND METHOD FOR DOWNLOADING CONFIGURATION DATA TO CARD TERMINALS AND FOR VIEWING ACTIVITY AT CARD TERMINALS

**Abstract:** Downloading configuration data to program card terminals and providing real-time data of activity occurring at card terminals. A merchant can log on to a system server and enter information to program options for its card terminals such as via a web page on an Internet site. The system server formats the information into a file based upon a communication protocol and programming rules for the card terminal, and downloads the file to it as a data stream. The card terminal programs itself according to the configuration data. A merchant can also view data for activity occurring at its card terminals, possibly in real-time proximate to detection of the activity by the system server. In conjunction with processing transactions or other activity from the card terminals, the system server replicates the records for the activity and makes them available to merchants such as via a web page on an Internet site. Both the entry of configuration data and viewing of real-time activity can occur at a network connection remote from the card terminals, allowing the merchants to program the card terminals and view their activity at any location having network access..

Reference No. Status	Application Data Publication Data	Assignment / Status
32694/US	11/27/2001 [09/993767]	Pending <i>Published</i>

## SYSTEM AND METHOD OF AGGREGATING MULTIPLE TRANSACTIONS OVER NETWORK-BASED ELECTRONIC PAYMENT TRANSACTION PROCESSING SYSTEM

**Abstract:** A system and method of aggregating multiple transactions over a network-based


electronic payment transaction processing system is provided. The system includes a transport-aggregating clear-text Internet transaction (TACIT) server designed to allow conventional electronic payment transaction processing systems to work over networks which rely on the Internet Protocol, and to still support the fault-tolerance and load balancing. In one embodiment, the system aggregates multiple transmission control protocol sockets into a single socket to a back-end payment processing system in a single application. The transport-aggregating, cleartext Internet transaction (TACIT) server resides on an intermediate system that is positioned between the Internet endpoints and a payment transaction processing system (TPS).

Reference No. Status	Application Data Publication Data	Assignment / Status
34196/US/2	3/29/2005 [11/092529] 20050216404	Pending <i>Published</i>


Registered Trademarks and Trademark Applications

Heartland Payment Systems, Inc. is the owner of all of the following trademarks and trademark applications.


Mark	Country	App No	App Date	Reg. No	Reg. Date	Class	Goods and Services
CHOCKSTONE	Canada	1185369	7/22/2003	TMA694217	8/16/2007	36	Payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; develop, implement and manage contests, stored value programs, marketing programs and incentive award programs to promote the sale of products and services of others and consulting services for the same; financial services, namely providing on-line stored value accounts in an electronic environment; issuing stored value cards; processing stored value cards; financial services, namely operating an account-based system to process and support consumer, merchant and corporate payment program transactions
CHOCKSTONE	Mexico	611401	7/23/2003	806443	7/23/2003	36	Payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; providing stored value programs; financial services, namely, providing on-line stored value accounts in an electronic environment; issuing stored value cards; financial services, namely operating an account-based system to process and support consumer, merchant, and corporate payment program transactions

<p>CHOCKSTONE</p>	<p>United States</p>	<p>78/206,628</p>	<p>1/23/2003</p>	<p>2,949,857</p>	<p>5/10/2005</p>	<p>35, 36</p>	<p>Class 35: Develop, implement and manage contests, stored value programs, marketing programs and incentive award programs to promote the sale of products and services of others and consulting services for the same</p> <p>Class 36: Payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; check processing services; financial services, namely providing on-line stored value accounts in an electronic environment; issuing stored value cards; processing stored value cards; financial services, namely operating an account-based system to process and supports consumer, merchant, and corporate payment program transactions</p>
<p>CHOCKSTONE and Design</p> 	<p>Mexico</p>	<p>611402</p>	<p>7/23/2003</p>	<p>808950</p>	<p>7/23/2003</p>	<p>36</p>	<p>Payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; providing stored value programs; financial services, namely, providing on-line stored value accounts in an electronic environment; issuing stored value cards; financial services, namely operating an account-based system to process and support consumer, merchant, and corporate payment program transactions</p>


DELIVERING THE FUTURE OF STORED VALUE	Canada	1314816	8/25/2006	TMA719465	7/25/2008	35, 36	<p>(1) Promoting the sale of products and services of others through the administration of consumer loyalty and incentive award programs.</p> <p>(2) Payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; check processing services; administrating stored value cards for consumer loyalty and incentive award programs; financial services, namely, providing on-line administration and reporting for stored value card accounts; issuing stored value cards; financial services, namely operating an account-based system to process and support consumer, merchant, and corporate payment program transactions.</p> <p>(3) Providing loyalty and incentive programs to promote the sale of products and services of others.</p> <p>(4) Payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; providing stored value programs; financial services, namely, providing on-line stored value accounts in an electronic environment; issuing stored value cards; financial services, namely operating an account-based system to process and support consumer, merchant, and corporate payment program transactions</p>
DELIVERING THE FUTURE OF STORED VALUE	Mexico	802947	8/25/2006	1011031	8/25/2006	35	<p>Providing loyalty and incentive programs to promote the sale of products and services of others.</p>

DELIVERING THE FUTURE OF STORED VALUE	United States	78/824,709	2/27/2006	3,336,877	11/13/2007	35, 36	<p>Class 35: Providing loyalty and incentive programs to promote the sale of products and services of others</p> <p>Class 36: Payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; providing stored value programs; financial services, namely providing on-line stored value accounts in an electronic environment; issuing stored value cards; financial services, namely operating an account-based system to process and support consumer, merchant, and corporate payment program transactions</p>
E <sup>3</sup>	United States of America	77/656,465	01/26/2009			42	Data encryption services in the field of payment card processing
 End-to-End Encryption <small>powered by Heartland Payment Systems</small>	United States of America	77/689,721	03/12/2009			42	Data encryption services in the field of payment card processing
GIVE SOMETHING BACK NETWORK	United States of America	77/193,183	5/30/2007			35	Promoting the issuance of credit card, debit card, smart card and payment card accounts through the administration of incentive award programs, loyalty programs and affinity programs
GIVE SOMETHING BACK NETWORK	United States of America	77/193,194	5/30/2007			36	Financial services, namely, credit card, debit card, smart card and payment card transaction processing services; credit card, debit card, smart card and payment card verification services; check verification and processing services; philanthropic services concerning monetary donations, charitable fund raising services; providing interactive websites containing information related to all the foregoing services
GSB NETWORK	United States of America	77/193,240	5/30/2007	3,541,055	12/2/2008	35	Promoting the issuance of credit card, debit card, smart card and payment card accounts through the administration of incentive award programs, loyalty programs and affinity programs






GSB NETWORK	United States of America	77/193,405	5/30/2007	3,541,055	12/2/2008	36	Financial services, namely, credit card, debit card, smart card and payment card transaction processing services; credit card, debit card, smart card and payment card verification services; check verification and processing services; philanthropic services concerning monetary donations, charitable fund raising services; providing interactive websites containing information related to all the foregoing services
HEARTLAND AUTO RECOVERY	United States of America	77/523,322	7/16/2008	3,642,349	6/23/2009	36	Financial services, namely, check recovery services; check verification and processing services; providing electronic processing of electronic funds transfer, ACH, electronic check and electronic payments; electronic processing and transmission of payment data; electronic funds transfer services; providing online financial services to retail merchants, namely, providing financial account management services and financial clearance services in the nature of clearing and settling financial transactions for merchants; information services, namely, financial information provided by electronic means
HEARTLAND BATCH EXPRESS and Design 	United States	77/788,304	7/23/2009			36	




HEARTLAND CAMPUS ONECARD	United States of America	77/737,060	5/17/2009			36	Financial services, namely, credit card, debit card, bank card, smart card and payment card transaction processing services; credit card, debit card, bank card, smart card and payment card verification services; check verification and processing services; credit card, debit card, bank card, smart card and payment card authorization services; electronic processing and transmission of payment data; electronic funds transfer services; payroll tax debiting services; providing online financial services to retail merchants, namely, providing financial account management services and financial clearance services in the nature of clearing and settling financial transactions for merchants; information services, namely, financial information provided by electronic means; encoded smart cards containing programming used to provide identity authentication, facilities access and electronic payment services
HEARTLAND CONNECT and Design  <b>Heartland</b> 	United States	77/702,184	3/30/2009			42	Providing temporary online non-downloadable computer software for use in accessing online credit and debit card transaction processing services
HEARTLAND GIVE SOMETHING BACK NETWORK	United States of America	77/193,131	5/30/2007			35	Promoting the issuance of credit card, debit card, smart card and payment card accounts through the administration of incentive award programs, loyalty programs and affinity programs
HEARTLAND GIVE SOMETHING BACK NETWORK	United States of America	77/193,160	5/30/2007			36	Financial services, namely, credit card, debit card, smart card and payment card transaction processing services; credit card, debit card, smart card and payment card verification services; check verification and processing services; philanthropic services concerning monetary donations, charitable fund raising services; providing interactive websites containing information related to all the foregoing services

HEARTLAND ONECARD	United States of America	77/737,046	5/14/2009			36	Financial services, namely, credit card, debit card, bank card, smart card and payment card transaction processing services; credit card, debit card, bank card, smart card and payment card verification services; check verification and processing services; credit card, debit card, bank card, smart card and payment card authorization services; electronic processing and transmission of payment data; electronic funds transfer services; payroll tax debiting services; providing online financial services to retail merchants, namely, providing financial account management services and financial clearance services in the nature of clearing and settling financial transactions for merchants; information services, namely, financial information provided by electronic means; encoded smart cards containing programming used to provide identity authentication, facilities access and electronic payment services
HEARTLAND PAYDAY	United States	78/152,961	8/9/2002	2,912,635	12/21/2004	36	Debit account services featuring a computer readable card
HEARTLAND PAYDAY and Design 	United States	78/153,278	8/12/2002	2,747,285	8/5/2003	36	Debit account services featuring a computer readable card
HEARTLAND PAYMENT SYSTEMS	United States of America	75/374,633	10/16/1997	2,742,163	7/29/2003	36	credit card, debit card and bank card processing services, credit card, debit card and bank card verification services; check verification and processing services; electronic funds transfer services

<p>HEARTLAND PAYMENT SYSTEMS THE HIGHEST STANDARDS and Design</p> 	<p>United States of America</p>	<p>77/044,321</p>	<p>11/15/2006</p>	<p>3,315,693</p>	<p>10/23/2007</p>	<p>36</p>	<p>Financial services, namely, credit card, debit card and bank card transaction processing services, credit card, debit card and bank card verification services; check verification and processing services; credit card, debit card and bank card authorization services; electronic processing and transmission of payment data; electronic funds transfer services; payroll tax debiting services; providing online financial services to retail merchants, namely, providing financial account management services and financial clearance services in the nature of clearing and settling financial transactions for merchants; information services, namely, financial information provided by electronic means.</p>
<p>HEARTLAND PAYMENT SYSTEMS THE HIGHEST STANDARDS THE MOST TRUSTED TRANSACTIONS and Design</p> 	<p>United States of America</p>	<p>77/241,827</p>	<p>7/30/2007</p>	<p>3,578,543</p>	<p>2/24/2009</p>	<p>36</p>	<p>Financial services, namely, credit card, debit card, bank card, smart card and payment card transaction processing services; credit card, debit card, bank card, smart card and payment card verification services; check verification and processing services; credit card, debit card, bank card, smart card and payment card authorization services; electronic processing and transmission of payment data; electronic funds transfer services; payroll tax debiting services; providing online financial services to retail merchants, namely, providing financial account management services and financial clearance services in the nature of clearing and settling financial transactions for merchants; information services, namely, financial information provided by electronic means</p>
<p>HEARTLAND POS GATEWAY</p>	<p>United States</p>	<p>78/787,814</p>	<p>1/9/2006</p>	<p>3,304,297</p>	<p>10/2/2007</p>	<p>36</p>	<p>Providing electronic processing of credit card and debit card transactions via a proprietary and secure financial global computer network</p>
<p>HEARTLAND POS GATEWAY and Design (color mark)</p> 	<p>United States of America</p>	<p>78/787,830</p>	<p>1/9/2006</p>	<p>3,304,298</p>	<p>10/2/2007</p>	<p>36</p>	<p>providing electronic processing of credit card and debit card transactions via a proprietary and secure financial global computer network</p>


HEARTLAND SMARTLINK	United States of America	77/757,776	6/11/2009			36	Financial services, namely, credit card, debit card, bank card, smart card and payment card transaction processing services; credit card, debit card, bank card, smart card and payment card verification services; check verification and processing services; credit card, debit card, bank card, smart card and payment card authorization services; electronic processing and transmission of payment data; electronic funds transfer services; payroll tax debiting services; providing online financial services to retail merchants, namely, providing financial account management services and financial clearance services in the nature of clearing and settling financial transactions for merchants
HEARTLAND SMARTLINK	United States of America	77/757,779	6/11/2009			38	Providing access to secure telecommunication networks; providing electronic transmission of data in the fields of payment card processing, electronic funds transfer, check management, energy management, facilities management, inventory management and back office systems; transmission of information by electronic communications networks
HEARTLAND SMARTOPS	United States of America	77/771,353	6/30/2009			42	Computer services, namely, providing a web-based school management system and online portal for providing financial management, admissions management, education management and records management
HEARTLAND 	United States of America	77/771,359	6/30/2009			42	Computer services, namely, providing a web-based school management system and online portal for providing financial management, admissions management, education management and records management

HEARTLAND TABLE SIDE	United States of America	77/523,312	7/16/2008	3,642,348	6/23/2009	36	Financial services, namely, electronic processing and transmission of payment data; wireless electronic payment management and processing services for restaurants and other merchants; providing electronic payment credit card, debit card, bank card, smart card and payment card transaction processing services; credit card, debit card, bank card, smart card and payment card verification services; credit card, debit card, bank card, smart card and payment card authorization services; electronic funds transfer services; providing online financial services to retail merchants, namely, providing financial account management services and financial clearance services in the nature of clearing and settling financial transactions for merchants; information services, namely, financial information provided by electronic means; gift and loyalty card program services
HEARTLAND WEBCONNECT and Design  	United States of America	77/509,272	6/26/2006	3,625,889	5/26/2009	42	providing temporary online non-downloadable computer software for use in accessing online credit and debit card transaction processing services
HLEARNING	United States of America	78/426,368	5/27/2004	3,088,561	5/2/2006	41	Educational services, namely, conducting online classes, workshops and courses, to merchants to further their understanding of credit card processing services and charges
HPS and Design  	United States of America	78/537,554	12/23/2004	3,308,348	10/9/2007	35	payroll preparation services; administration of business payroll for others
HPS and Design  	United States of America	78/977,202	9/19/2006	3,146,961	9/19/2006	36	financial services, namely, credit card, debit card and bank card transaction processing services, credit card, debit card and bank card verification services; check verification and processing services; payroll tax debiting services; providing online financial services to retail merchants, namely, providing financial account management services and financial clearance services in the nature of clearing and settling financial transactions for merchants

HPS and Design (color mark) 	United States of America	78/537,548	12/23/2004	3,303,529	10/2/2007	35	payroll preparation services; administration of business payroll for others
HPS and Design (color mark) 	United States of America	78/977,201	12/23/2004	3,146,960	9/19/2006	36	financial services, namely, credit card, debit card and bank card transaction processing services, credit card, debit card and bank card verification services; check verification and processing services; payroll tax debiting services; providing online financial services to retail merchants, namely, providing financial account management services and financial clearance services in the nature of clearing and settling financial transactions for merchants
HPS EXCHANGE and Design 	United States of America	78/258,837	6/5/2003	2,877,400	8/24/2004	36	financial services, namely, credit card processing services
INSTALERT	United States of America	77/690,595	3/13/2009			45	providing credit card fraud detection services to merchants via the Internet
INSTAVIEW	United States of America	78/592,538	3/22/2005	3,132,232	8/22/2006	36	providing account transaction information to merchants, namely, credit card and debit card transactions information and balances via a secure Internet website

MERCHANT BILL OF RIGHTS	Canada	1,439,896	6/1/2009			35	Business advisory services, consultancy and information; public advocacy to promote awareness of credit, debit and payment card processing practices; information, advisory and consultancy services relating to credit, debit and payment card processing practices, including such services provided online or via the Internet; providing a website featuring information about credit, debit and payment card processing services
MERCHANT BILL OF RIGHTS	United States of America	78/913,582	6/21/2006			35 36  40	Financial records management. Financial services, namely, credit card, debit card, payment card and bank card transaction processing services, credit card, debit card, payment card and bank card verification services; check verification and processing services; credit card, debit card, payment card and bank card authorization services; payroll tax debiting services; providing online financial services to retail merchants, namely, providing financial account management services and financial clearance services in the nature of clearing and settling financial transactions for merchants; electronic payment, namely, electronic processing and transmission of payment data; electronic funds transfer services; and information services, namely, financial information provided by electronic means; remote capture and deposit of check images; financial records management; financial assessment and risk management services for others  Electronic imaging, scanning and digitizing for remote capture and deposit of check images for purposes of settlement



MERCHANT BILL OF RIGHTS	United States of America	77/627,842	12/5/2008			35 36	Business advisory services, consultancy and information; public advocacy to promote awareness of credit, debit and payment card processing practices  Information, advisory and consultancy services relating to credit, debit and payment card processing practices, including such services provided online or via the Internet; providing a website featuring information about credit, debit and payment card processing services
ONECARD Logo 	United States	77/756,670	6/10/2009			36	Financial services, namely, credit card, debit card, bank card, smart card and payment card transaction processing services; credit card, debit card, bank card, smart card and payment card verification services; check verification and processing services; credit card, debit card, bank card, smart card and payment card authorization services; electronic processing and transmission of payment data; electronic funds transfer services; payroll tax debiting services; providing online financial services to retail merchants, namely, providing financial account management services and financial clearance services in the nature of clearing and settling financial transactions for merchants; information services, namely, financial information provided by electronic means; encoded smart cards containing programming used to provide identity authentication, facilities access and electronic payment services
ONLINE MERCHANT CENTER and Design 	United States of America	78/588,492	3/16/2005	3,103,510	6/13/2006	36	providing credit and debit card transaction data and cash management data to merchants via a secure Internet website

PASSPORT	United States of America	78/734,618	6/14/2004	3,303,428	10/2/2007	36	Providing online financial services to retail merchants, namely, providing on-line transaction processing and reporting services in the field of credit card, debit card and bankcard processing services
PEPPERCOIN	Australia	942960	2/10/2003	942960	2/10/2003	9, 36, 42	Class 9: Computer programs for use in producing, processing and authenticating payment requests; computers. Class 36: Payment services, namely producing, processing and authenticating electronic payment requests; consulting services in the field of producing, processing and authenticating payment requests. Class 42 Computer software maintenance; computer software support, namely integration and customization of computer software for others.
PEPPERCOIN	China	3528712	4/16/2003	3528712	10/21/2004	9	Computers and their external equipment
PEPPERCOIN	China	3528711	4/16/2003	3528711	4/27/2005	36	Financial affairs
PEPPERCOIN	China	3528710	4/16/2003	3528710	5/6/2005	42	Computer programming, and concerned services.
PEPPERCOIN	Community Trademark	3043064	2/10/2003	3043064	3/4/2005	9, 36, 42	Class 9: Computer programs for use in producing, processing and authenticating payment requests; computers. Class 36: Payment services, namely producing, processing and authenticating electronic payment requests; consulting services in the field of producing, processing and authenticating payment requests. Class 42 Computer software maintenance; computer software support, namely integration and customization of computer software for others.
PEPPERCOIN	India	1177835		1177835	2/23/2003	9	
PEPPERCOIN	India	1177838		1177838	2/24/2003	16	

PEPPERCOIN	Japan	2003-015659	2/28/2003	4737815	1/9/2004	9, 36, 42	Class 9: Electrical and scientific apparatus Class 36: Insurance and financial services Class 42: Scientific and technological services
PEPPERCOIN	United States	78/153,780	8/12/2002	2,968,089	7/12/2005	9	Downloadable computer programs for use in producing, processing and authenticating payment requests
PEPPERCOIN	United States	78/153,786	8/13/2002	2,896,341	10/19/2004	36	Payment services, namely producing, processing and authenticating Electronic payment requests; consulting services in the field of producing, Processing and authenticating payment requests
PEPPERCOIN	United States	78/153,792	8/13/2002	2,896,341	10/19/2004	42	Computer software maintenance; computer software support, namely, integration and customization of computer software for others
RECEIPT AND RESPOND	Canada	1359598	8/13/2007			35, 36	Providing loyalty and incentive programs to promote the sale of products and services of others; payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; check processing services; providing stored value programs; financial services, namely providing on-line stored value accounts in an electronic environment; issuing stored value cards; financial services, namely operating an account based system to process and support consumer, merchant, and corporate payment program transactions; advertising services, namely, assisting retailers with the selling of advertising space on point of sale receipts, emails, text messages, and other forms of consumer communications, and tracking purchasing behavior resulting from such advertising

RECEIPT AND RESPOND	Mexico	875037	8/13/2007			35	Providing stored value programs, namely, providing stored value gift cards and pre-paid cards; advertising services, namely, assisting retailers with the selling of advertising space on point of sale receipts and tracking purchasing behavior resulting from such advertising; advertising services, assisting retailers with the selling of advertising space on point of sale receipts, emails, text messages and other forms of consumer communications, and tracking purchasing behavior resulting from such advertising.
RECEIPT AND RESPOND	Mexico	875036	8/13/2007			36	Payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit cards transaction processing services; check processing services; financial services, namely providing on-line stored value accounts in an electronic environment; issuing a stored value cards; financial services, namely operating and account-based system to process and support consumer, merchant, and corporate payment program transactions.

RECEIPT AND RESPOND	United States	77/105,521	2/12/2007			35, 36	<p>Class 35: Providing loyalty and incentive programs to promote the sale of products and services of others; advertising services, namely, assisting retailers with customer loyalty and incentive programs by assisting with the sale of advertising space on point of sale receipts, emails, text messages and other consumer communications; advertising services, namely, tracking customer loyalty data and purchasing behavior resulting from such advertising</p> <p>Class 36: Payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; providing stored value programs; financial services, namely, providing on-line stored value accounts in an electronic environment; issuing stored value cards; financial services, namely, operating an account-based system to process and support consumer, merchant, and corporate payment program transactions.</p>
SIMPLYLOYALTY	Australia	1230158	3/14/2008			35, 36	<p>Class 35: Advertising; business management; business administration; office functions; providing loyalty and incentive programs to promote the sale of products and services of others</p> <p>Class 36: Insurance; financial affairs; monetary affairs; real estate affairs; payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; providing stored value programs; financial services, namely providing on-line stored value accounts in an electronic environment; issuing stored value cards; financial services, namely operating an account-based system to process and support consumer, merchant, and corporate payment program transactions</p>

SIMPLYLOYALTY	Canada	1387548	3/14/2008			35, 36	(1) Providing loyalty and incentive programs to promote the sale of products and services of others. (2) Payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; providing stored value programs; financial services, namely providing on-line stored value accounts in an electronic environment; issuing stored value cards; financial services, namely operating an account-based system to process and support consumer, merchant, and corporate payment program transactions
SIMPLYLOYALTY	Mexico	921102	3/14/2008	1081464	3/14/2008	35	
SIMPLYLOYALTY	Mexico	921104	3/14/2008			36	
SIMPLYLOYALTY	United States	77/279,494	9/14/2007			35, 36	Class 35: Providing loyalty and incentive programs to promote the sale of products and services of others  Class 36: Payment and financial transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; providing stored value programs in the nature of recording, storing and redeeming reward currency in various forms; financial services, namely, providing on-line stored value accounts in an electronic environment; issuing stored value cards; financial services, namely, operating an account-based system to process and support consumer, merchant, and corporate payment program transactions

SINGLE SWIPE	Canada	1243487	1/13/2005			35, 36	(1) Develop, implement and manage contests, stored value programs, marketing programs and incentive award programs to promote the sale of products and services of others and consulting services for the same.  (2) Payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; check processing services; financial services, namely providing on-line stored value accounts in an electronic environment; issuing stored value cards; processing stored value cards; financial services, namely operating an account-based system to process and support consumer, merchant and corporate payment program transactions
SINGLE SWIPE	Mexico	698948	1/27/2005			35	
SINGLE SWIPE	Mexico	698947	1/27/2005			36	
SINGLE SWIPE	United States	78/449,880	7/13/2004			35	Promoting the sale of the goods and services of others through promotional contests, the administration of incentive award programs, and arranging and conducting marketing promotional events for others
SINGLE SWIPE	United States	78/449,881	7/13/2004	3,604,275	4/7/2009	36	Bill payment services; banking and financial services, namely, credit card transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; check processing services; financial services, namely, providing on-line stored value accounts in an electronic environment; issuing stored value cards; processing stored value cards; financial services, namely, operating an account-based system to process and support consumer, merchant, and corporate payment program transactions

THE TECHNOLOGY BEHIND STORED VALUE	United States	78/334,731	12/1/2003	3,077,452	4/4/2006	35, 36	<p>Class 35: Providing loyalty and incentive programs to promote the sale of products and services of others</p> <p>Class 36: Payment and transaction processing services; credit card services; credit card transaction processing services; debit card services; debit card transaction processing services; check processing services; providing stored value programs; financial services, namely providing on-line stored value accounts in an electronic environment; issuing stored value cards; financial services, namely operating an account-based system to process and support consumer, merchant, and corporate payment program transactions</p>
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