

TRADEMARK ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Excellence In Motivation, Inc.		11/21/2013	CORPORATION: OHIO

**RECEIVING PARTY DATA**

<b>Name:</b>	Aimia Proprietary Loyalty U.S. Inc.
<b>Street Address:</b>	1405 Xenium Lane North, Suite 150
<b>City:</b>	Minneapolis
<b>State/Country:</b>	MINNESOTA
<b>Postal Code:</b>	55441
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
<b>Registration Number:</b>	4164506	EIM ELEMENT
<b>Serial Number:</b>	77765253	ZIPSETGO
<b>Registration Number:</b>	3795538	XPRESSMOTIVATION

**CORRESPONDENCE DATA**

Fax Number: 6123329081  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 612-332-5300  
 Email: mmorris@merchantgould.com  
 Correspondent Name: Kristine M. Boylan  
 Address Line 1: P.O. Box 2910  
 Address Line 4: Minneapolis, MINNESOTA 55402

<b>ATTORNEY DOCKET NUMBER:</b>	16472.168/169/170US01
<b>NAME OF SUBMITTER:</b>	Kristine Boylan

OP \$90.00 4164506

Signature:	/kristine boylan/
Date:	11/25/2013
Total Attachments: 1 source=Assignment From Excellence in Motivation to Aimia#page1.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, Excellence In Motivation, Inc. (hereinafter "Assignor"), organized under the laws of Ohio having a principal place of business at 6 N. Main Street, Suite 370 Dayton, OHIO 54502, is the record owner of United States Trademarks and Canadian Trademark registrations:

Mark	Application Number	Registration Number	Country
EIM ELEMENT	85/460101	4164506	United States
ZIPSETGO	77/765253	391794	United States
XPRESSMOTIVATION	77/763796	3795538	United States
AWARDMALL	1001288	TMA556468	Canada

WHEREAS, Aimia Proprietary Loyalty U.S. Inc. (hereinafter "Assignee"), a Delaware corporation having a principal place of business at 1405 Xenium Lane North, Suite 150, Minneapolis, MN 55441, is desirous of acquiring all right, title and interest in and to said United States and Canadian trademark registrations;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said assignor has sold, assigned and transferred and by these presents does hereby sell, assign and transfer unto the said assignee, its successors or assigns, the entire right, title and interest in the United States in and to said trademarks, together with the goodwill and other incidents of its business associated with or symbolized by said trademarks, including the portion of the business assets associated with the trademarks.

Date: 11-21-13

Excellence in Motivation, Inc.

By: Robert J. Miller

Name: ROBERT J. MILLER

Title: PRESIDENT & CEO