

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	Entity Type
Deluxe Financial Services, Inc.		12/19/2013	CORPORATION: MINNESOTA

RECEIVING PARTY DATA	
Name:	Deluxe Enterprise Operations, Inc.
Street Address:	3680 Victoria Street North
City:	Shoreview
State/Country:	MINNESOTA
Postal Code:	55126
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 5		
Property Type	Number	Word Mark
Serial Number:	77896567	MAXMY
Registration Number:	3719548	REDEEM HERE
Registration Number:	3422504	BÄST
Registration Number:	3269253	REWARDS CASH
Registration Number:	3149419	DESTINATION REWARDS

CORRESPONDENCE DATA	
Fax Number:	6517872749
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Email:	heather.labrecque@deluxe.com
Correspondent Name:	Heather B. LaBrecque
Address Line 1:	500 Main Street
Address Line 4:	Groton, MASSACHUSETTS 01471

ATTORNEY DOCKET NUMBER:	DATELINE DFS TO DEO
NAME OF SUBMITTER:	Heather B. LaBrecque

CH \$140.00 77896567

Signature:	/hlabrecque/
Date:	12/31/2013
Total Attachments: 3 source=Pat Tm Assignments DFS to DEO#page1.tif source=Pat Tm Assignments DFS to DEO#page2.tif source=Pat Tm Assignments DFS to DEO#page3.tif	

TRADEMARK ASSIGNMENT

December 19, 2013

WHEREAS, Deluxe Financial Services, Inc., a Minnesota corporation having a principal place of business of 3680 Victoria Street North, Shoreview, MN 55126 (the "Assignor"), is the owner of certain trademarks listed on Schedule A hereto (collectively, the "Marks") and is desirous of assigning the Marks to Assignee; and

WHEREAS, Deluxe Enterprise Operations, Inc., a Minnesota corporation having a principal place of business of 3680 Victoria Street North, Shoreview MN 55126 (the "Assignee") desires to acquire the Marks; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged:

1. Assignor hereby assigns to Assignee all of its right, title and interest and licenses in and to the Marks listed on Schedule A, including all registrations and applications to register the Marks, together with the goodwill of the businesses connected with the use of and symbolized by the Marks.
2. Assignor represents and warrants to Assignee, its successors and assigns, that, no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by Assignor and that full right to convey the same as herein expressed is possessed by Assignor. Assignee accepts assignment of the Marks.
3. Assignor agrees that it will, upon reasonable request, and without further consideration, do such things and execute such further documents as are reasonably necessary to vest title thereto in Assignee, its successors, assigns and legal representatives or nominees, and to enforce such rights and to register the Marks with any entity as desired by the Assignee.
4. Assignor further agrees that it will, upon request, without further consideration, promptly provide to Assignee all pertinent facts and documents relating to the rights assigned hereunder as may be known and accessible to Assignor and will testify as to the same in any litigation or proceeding relating thereto and will promptly execute and deliver to Assignee, or its legal representatives, any and all papers, instruments and affidavits which may be necessary or desirable to enforce such rights or to carry out the purposes hereof.
5. Assignor agrees, for itself and its legal representatives, to reasonably assist Assignee in the prosecution and maintenance before the United States Patent and Trademark Office and the Federal Courts of any matters directly relating to the Marks, (at the sole cost of Assignee), that Assignee elects to make covering the Marks.
6. This Assignment and all the terms hereof shall inure to the benefit of and be binding upon the parties hereto and their respective successors, assigns and legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed effective as of the date first set forth above.

ASSIGNOR:

DELUXE FINANCIAL SERVICES, INC.

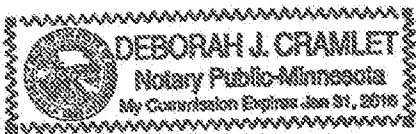
By: _____

Its: President

STATE OF MINNESOTA)
) ss:
COUNTY OF Ramsey)

On this 19th day of December, 2013, personally appeared John D. Filby, to me known and known to be the President of Deluxe Financial Services, Inc., and acknowledged that s/he executed the foregoing Assignment on behalf of said corporation pursuant to authority duly received.

Deborah J. Cramlet
Notary Public



ASSIGNEE:

DELUXE ENTERPRISE OPERATIONS, INC.

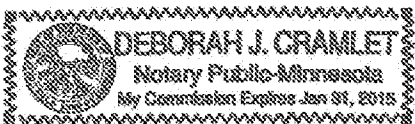
By: _____

Its: Assistant Treasurer

STATE OF MINNESOTA)
) ss:
COUNTY OF Ramsey)

On this 19th day of December 2013, personally appeared Edward A. Merrill, to me known and known to be the Asst. Treasurer of Deluxe Enterprise Operations, Inc., and acknowledged that s/he executed the foregoing Assignment on behalf of said corporation pursuant to authority duly received.

Deborah J. Cramlet
Notary Public



SCHEDULE A

Trademarks

Trademark	Serial No.	Filing Date	Regn. No.	Regn. Date	Country
Destination Rewards	78290261	21-Aug-03	3149419	26-Sep-06	United States
Rewards Cash	78528065	7-Dec-04	3269253	24-Jul-07	United States
BĀST	77263692	24-Aug-07	3422504	6-May-08	United States
Redeem Here	77537111	1-Aug-08	3719548	1-Dec-09	United States
MAXMY	77896567	18-Dec-09			United States