

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Articles of Conversion

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Deluxe Financial Services, Inc.		01/01/2014	CORPORATION: MINNESOTA

RECEIVING PARTY DATA	
Name:	Deluxe Financial Services, LLC
Street Address:	380 Jackson Street
Internal Address:	Suite 700
City:	St. Paul
State/Country:	MINNESOTA
Postal Code:	55101-2966
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Registration Number:	3422504	BÄST
Registration Number:	3719548	REDEEM HERE
Registration Number:	3149419	DESTINATION REWARDS
Registration Number:	3269253	REWARDS CASH

CORRESPONDENCE DATA	
Fax Number:	6124928827
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	612-492-6842
Email:	cadwell.jeffrey@dorsey.com
Correspondent Name:	Jeffrey R. Cadwell
Address Line 1:	Dorsey & Whitney LLP, 50 South 6th St
Address Line 2:	Suite 1500
Address Line 4:	Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	M244052	TRADEMARK
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CH \$115.00 3422504

NAME OF SUBMITTER:	Jeffrey R. Cadwell
Signature:	/Jeffrey R. Cadwell/
Date:	02/18/2014
Total Attachments: 7 source=Financial Services#page1.tif source=Financial Services#page2.tif source=Financial Services#page3.tif source=Financial Services#page4.tif source=Financial Services#page5.tif source=Financial Services#page6.tif source=Financial Services#page7.tif	

9R-195



7220910002

DC - Convert to LLC
eff 1/1/14 @ 12:01 am

ARTICLES OF CONVERSION
OF
DELUXE FINANCIAL SERVICES, INC.
INTO
DELUXE FINANCIAL SERVICES, LLC

Pursuant to section 302A.687 of the Minnesota Business Corporation Act, the undersigned, being the Vice President & Treasurer of Deluxe Financial Services, Inc., a Minnesota corporation (the "Corporation"), hereby certifies that:

1. Attached is the Plan of Conversion of Deluxe Financial Services, Inc. into Deluxe Financial Services, LLC.
2. The name of the converting organization immediately before the filing these Articles of Conversion is Deluxe Financial Services, Inc.
3. The name to which the converting organization is to be changed will be Deluxe Financial Services, LLC.
4. The converted organization will be a Minnesota limited liability company.
5. The Plan of Conversion has been approved by Deluxe Financial Services, Inc. pursuant to 302A.685 of the Minnesota Business Corporation Act.
6. Attached are the Articles of Organization of Deluxe Financial Services, LLC.
7. These Articles of Conversion shall become effective as of 12:01 a.m. on January 1, 2014.

IN WITNESS WHEREOF, these Articles of Conversion, having first been duly approved by the board of directors and the sole shareholder of the Corporation, are hereby executed on behalf of the Corporation.

DELUXE FINANCIAL SERVICES, INC.

Terry D. Peterson
Vice President & Treasurer

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**PLAN OF CONVERSION
OF
DELUXE FINANCIAL SERVICES, INC.
INTO
DELUXE FINANCIAL SERVICES, LLC**

1. Parties to the Conversion.

The name of the converting organization is Deluxe Financial Services, Inc. (the "Corporation"). The name of the converted organization is Deluxe Financial Services, LLC (the "Company"). The converted organization is a limited liability company.

2. Effective Time.

The conversion contemplated by this Plan of Conversion (the "Plan") shall be effective as of 12:01 a.m. on January 1, 2014 (the "Effective Time").

3. Terms and Conditions of Conversion.

The conversion of the Corporation into the Company is being consummated pursuant to Minnesota Statutes Section 302A.681. The officers of the Corporation are hereby authorized to file Articles of Conversion in accordance with Minnesota Statutes Section 302A.687 with the Minnesota Secretary of State in substantially the form attached hereto as Exhibit A.

At the Effective Time, each share of stock in the Corporation shall be converted into one membership unit of the Company with substantially similar economic rights.

At the Effective Time, pursuant to Minnesota Statutes Section 302A.691, (1) all property owned by the Corporation shall remain vested in the Company, (2) all debts, liabilities, and other obligations of the Corporation shall continue as obligations of the Company, (3) an action or proceeding pending by or against the Corporation may be continued as if the conversion had not occurred, and (4) all rights, privileges, immunities, and powers of the Corporation shall remain vested in the Company.

4. Articles of Organization.

The officers of the Company are hereby authorized to file Articles of Organization of the Company substantially in the form attached hereto as Exhibit B simultaneously with the filing of the Articles of Conversion with the Minnesota Secretary of State.

5. Governing Documents.

The Articles of Incorporation and the Bylaws of the Corporation shall be terminated as of the Effective Time, and the affairs of the Company shall thereafter be governed by the Articles of Organization and Member Control Agreement of the Company (the "LLC Agreement"), which shall be dated and effective as of the Effective Time, subject to such amendments as the

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members may make to the Articles of Organization or the LLC Agreement at or after the Effective Time.

6. Termination.

The Plan may be amended or terminated with the written consent of the Governors of the Company at any time prior to the filings described in Sections 3 and 4 of the Plan.

7. Other Actions.

The officers of the Company, or any one of them, are hereby authorized to execute and deliver any and all documents and instruments and to take any and all such actions on behalf of the Company and the members thereof as they may deem necessary or desirable in order to carry out the intent and purposes of the Plan, the execution and delivery of such documents or instruments or the taking of such actions to be conclusive evidence that such execution and delivery or the taking of such actions was authorized by this Plan.

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**ARTICLES OF CONVERSION
OF
DELUXE FINANCIAL SERVICES, INC.
INTO
DELUXE FINANCIAL SERVICES, LLC**

Pursuant to section 302A.687 of the Minnesota Business Corporation Act, the undersigned, being the Vice President & Treasurer of Deluxe Financial Services, Inc., a Minnesota corporation (the "*Corporation*"), hereby certifies that:

1. Attached is the Plan of Conversion of Deluxe Financial Services, Inc. into Deluxe Financial Services, LLC.
2. The name of the converting organization immediately before the filing these Articles of Conversion is Deluxe Financial Services, Inc.
3. The name to which the converting organization is to be changed will be Deluxe Financial Services, LLC.
4. The converted organization will be a Minnesota limited liability company.
5. The Plan of Conversion has been approved by Deluxe Financial Services, Inc. pursuant to 302A.685 of the Minnesota Business Corporation Act.
6. Attached are the Articles of Organization of Deluxe Financial Services, LLC.
7. These Articles of Conversion shall become effective as of 12:01 a.m. on January 1, 2014.

IN WITNESS WHEREOF, these Articles of Conversion, having first been duly approved by the board of directors and the sole shareholder of the Corporation, are hereby executed on behalf of the Corporation.

DELUXE FINANCIAL SERVICES, INC.

Terry D. Peterson
Vice President & Treasurer

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ARTICLES OF ORGANIZATION
OF
DELUXE FINANCIAL SERVICES, LLC

The undersigned organizer, being a natural person 18 years of age or older, in order to form a limited liability company under Minnesota Statutes, Chapter 322B, hereby adopts the following Articles of Organization:

Article 1

The name of this Company is "Deluxe Financial Services, LLC"

Article 2

The registered office of this Company is located at 380 Jackson Street, Suite 700, St. Paul, MN 55101-2966.

Article 3

The name and address of the organizer of this Company is:

Terry D. Peterson
3680 Victoria St. N., Shoreview, MN 55126

IN WITNESS WHEREOF, the undersigned has executed these Articles of Organization this 1st of January, 2014.

Terry D. Peterson
Organizer

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**ARTICLES OF ORGANIZATION
OF
DELUXE FINANCIAL SERVICES, LLC**

The undersigned organizer, being a natural person 18 years of age or older, in order to form a limited liability company under Minnesota Statutes, Chapter 322B, hereby adopts the following Articles of Organization:

Article 1

The name of this Company is "Deluxe Financial Services, LLC"

Article 2

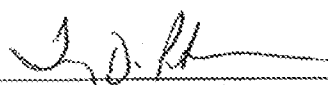
The registered office of this Company is located at 380 Jackson Street, Suite 700, St. Paul, MN 55101-2966.

Article 3

The name and address of the organizer of this Company is:

Terry D. Peterson
3680 Victoria St. N., Shoreview, MN 55126

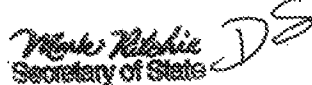
IN WITNESS WHEREOF, the undersigned has executed these Articles of Organization this 1st of January, 2014.



Terry D. Peterson
Organizer

STATE OF MINNESOTA
DEPARTMENT OF STATE
FILED

DEC 27 2013


Secretary of State

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STATE OF MINNESOTA

DEPARTMENT OF STATE

I hereby certify that this is a true and complete copy of the document as filed for record in this office.

DATED Dec 27, 2013

Mark Ritchie

Secretary of State



By

Devin Schmidt