

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM327409

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/01/2014

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Alliance Data Systems Corporation		01/01/2014	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Comenity LLC
Street Address:	3100 Easton Square Place
City:	Columbus
State/Country:	OHIO
Postal Code:	43219
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 24

Property Type	Number	Word Mark
Registration Number:	2978278	MY WORLD
Registration Number:	3146849	ACCOUNT ASSURE
Registration Number:	3148565	KNOW MORE. SELL MORE.
Registration Number:	3152001	ACCOUNT ASSURE PRO
Registration Number:	3319880	ACCOUNT ASSURE
Registration Number:	3532331	HEALTHIPLAN
Registration Number:	3548379	MEDMONEY
Registration Number:	3634569	MED MONEY
Registration Number:	3640399	FASTLINE
Registration Number:	3888527	ACCOUNT PAYMENT PASS
Registration Number:	3923943	FASHPASS
Registration Number:	4068356	STYLE MATCHES
Registration Number:	4154883	COMENITY
Registration Number:	4161956	COMENITY
Registration Number:	4165213	MYCARDEXTRAS
Registration Number:	4165214	MYCARDEXTRAS.COM
Registration Number:	4226502	CONNECTIONS THAT COUNT
Registration Number:	4241873	O

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4607121	VOICE CUSTOMER EXPERIENCE
Registration Number:	4607120	VOICE CUSTOMER EXPERIENCE
Registration Number:	4634019	ASPIRE IMAGINE MORE
Serial Number:	85708189	ACCOUNT ASSURE
Serial Number:	85746936	MOSAICCONNECT
Serial Number:	86153333	CREDITNOW

CORRESPONDENCE DATA

Fax Number: 8324462424

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Email: wctrademark@counselip.com

Correspondent Name: Wong Cabello

Address Line 1: 20333 SH 249, Suite 600

Address Line 4: Houston, TEXAS 77070

ATTORNEY DOCKET NUMBER: 239-0216

NAME OF SUBMITTER: John C. Cain

SIGNATURE: /John C. Cain/

DATE SIGNED: 12/29/2014

Total Attachments: 4

source=SIGNED Comenity Nunc Pro Tunc Assignment#page1.tif
source=SIGNED Comenity Nunc Pro Tunc Assignment#page2.tif
source=SIGNED Comenity Nunc Pro Tunc Assignment#page3.tif
source=SIGNED Comenity Nunc Pro Tunc Assignment#page4.tif

**NUNC PRO TUNC ASSIGNMENT OF
UNITED STATES AND FOREIGN TRADEMARKS**

WHEREAS, **Alliance Data Systems Corporation**, a Delaware Corporation (hereinafter referred to as “Assignor”), having a place of business located at 7500 Dallas Parkway, Suite 700, Plano, Texas 75024, owns the common law trademarks set forth below, some of which are the subject of trademark applications or registrations in the United States Patent and Trademark Office or foreign trademark offices as set forth in the attached Exhibit A (hereinafter referred to as the “Trademarks”):


WHEREAS, **Comenity LLC**, a Delaware limited liability company (hereinafter referred to as “Assignee”), having a place of business located at 3100 Easton Square Place, Columbus, Ohio 43219, is desirous of acquiring all right, title and interest in and to the Trademarks, including any choses in action relating to said Trademarks, together with the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof set forth below in Exhibit A as the successor to the portion of the business of the Assignor to which the Trademarks pertain; and

WHEREAS, it is desired that the assignment of the Trademarks listed below in Exhibit A be made a matter of record in the United States Patent and Trademark Office and foreign trademark offices.

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title and interest in and to the aforesaid Trademarks, including any choses in action relating to said Trademarks, claims for damages, profits and costs, both in equity and law, for any infringement

or infringements of said trademark rights accruing on or before the date of this Assignment, together with the goodwill of the business symbolized by the Trademarks, and including the applications and registrations thereof as set forth below in Exhibit A, nunc pro tunc, effective **January 1, 2014**, and further, Assignor hereby covenants, agrees and undertakes to execute, whenever requested by Assignee, all applications, assignments, lawful oaths and any other papers which Assignee may deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Trademarks hereby assigned, all without further compensation to Assignor.

ALLIANCE DATA SYSTEMS CORPORATION

By: 
Name: Leigh Ann Epperson
Title: SVP

**EXHIBIT A
TO
NUNC PRO TUNC ASSIGNMENT OF
UNITED STATES AND FOREIGN TRADEMARKS**

LIST OF TRADEMARK REGISTRATIONS

MarkName	Reg. Date	Reg. No.
MY WORLD – United States	07/26/2005	2,978,278
ACCOUNT ASSURE & DESIGN (VERTICAL) – United States	09/19/2006	3,146,849
KNOW MORE. SELL MORE – United States	09/26/2006	3,148,565
ACCOUNT ASSURE PRO – United States	10/03/2006	3,152,001
ACCOUNT ASSURE & DESIGN (HORIZONTAL) – United States	10/23/2007	3,319,880
HEALTHIPLAN – United States	11/11/2008	3,532,331
MEDMONEY – United States	12/16/2008	3,548,379
MED MONEY & Design – United States	06/09/2009	3,634,569
FASTLINE – United States	06/16/2009	3,640,399
ACCOUNT PAYMENT PASS – United States	12/14/2010	3,888,527
FASHPASS – United States	02/22/2011	3,923,943
STYLE MATCHES – United States	12/06/2011	4,068,356
COMENITY – United States	06/05/2012	4,154,883
COMENITY (Stylized) – United States	06/19/2012	4,161,956
MYCARDEXTRAS – United States	06/26/2012	4,165,213
MYCARDEXTRAS.COM – United States	06/26/2012	4,165,214
CONNECTIONS THAT COUNT – United States	10/16/2012	4,226,502
Stylized "O" – United States	11/13/2012	4,241,873
COMENITY – Canada	08/08/2013	TMA857,314
VOICE CUSTOMER EXPERIENCE & Design – United States	09/16/2014	4,607,121
VOICE CUSTOMER EXPERIENCE – United States	09/16/2014	4,607,120
COMENITY (Stylized) – Canada	09/18/2014	TMA885,358
ASPIRE IMAGINE MORE – United States	11/04/2014	4,634,019

LIST OF TRADEMARK APPLICATIONS

MarkName	Appl. Date	Appl. No.
ACCOUNT ASSURE – United States	08/20/2012	85/708,189
MOSAICCONNECT – United States	10/05/2012	85/746,936
VOICE CUSTOMER EXPERIENCE & Design – Canada	09/24/2013	1,644,931
VOICE CUSTOMER EXPERIENCE – Canada	09/24/2013	1,644,930
CREDITNOW – United States	12/27/2013	86/153,333