

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM339101

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Deluxe Enterprise Operations, Inc.		01/01/2014	CORPORATION: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Deluxe Enterprise Operations, LLC		
<b>Street Address:</b>	380 Jackson Street		
<b>Internal Address:</b>	Suite 700		
<b>City:</b>	St. Paul		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55101-2966		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MINNESOTA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3719548	REDEEM HERE	
<b>Registration Number:</b>	3422504	BÄST	
<b>Registration Number:</b>	3269253	REWARDS CASH	
<b>Registration Number:</b>	3149419	DESTINATION REWARDS	
<b>Registration Number:</b>	4342607	SWITCHAGENT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6123329081		
<i>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.</i>			
<b>Email:</b>	dockmpls@merchantgould.com		
<b>Correspondent Name:</b>	Heather J. Kliebenstein		
<b>Address Line 1:</b>	P.O. Box 2910		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402-0910		
<b>ATTORNEY DOCKET NUMBER:</b>	12839.00000008		
<b>NAME OF SUBMITTER:</b>	Heather J. Kliebenstein		
<b>SIGNATURE:</b>	/Heather J. Kliebenstein/		
<b>DATE SIGNED:</b>	04/23/2015		

OP \$140.00 3719548

**Total Attachments: 7**

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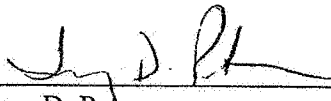
**ARTICLES OF CONVERSION  
OF  
DELUXE ENTERPRISE OPERATIONS, INC.  
INTO  
DELUXE ENTERPRISE OPERATIONS, LLC**

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

1. Attached is the Plan of Conversion of Deluxe Enterprise Operations, Inc. into Deluxe Enterprise Operations, LLC.
2. The name of the converting organization immediately before the filing these Articles of Conversion is Deluxe Enterprise Operations, Inc.
3. The name to which the converting organization is to be changed will be Deluxe Enterprise Operations, LLC.
4. The converted organization will be a Minnesota limited liability company.
5. The Plan of Conversion has been approved by Deluxe Enterprise Operations, Inc. pursuant to 302A.685 of the Minnesota Business Corporation Act.
6. Attached are the Articles of Organization of Deluxe Enterprise Operations, 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 ENTERPRISE OPERATIONS, INC.**

  
\_\_\_\_\_  
Terry D. Peterson  
Vice President & Treasurer

**PLAN OF CONVERSION  
OF  
DELUXE ENTERPRISE OPERATIONS, INC.  
INTO  
DELUXE ENTERPRISE OPERATIONS, LLC**

1. Parties to the Conversion.

The name of the converting organization is Deluxe Enterprise Operations, Inc. (the "*Corporation*"). The name of the converted organization is Deluxe Enterprise Operations, 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

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.

**ARTICLES OF CONVERSION  
OF  
DELUXE ENTERPRISE OPERATIONS, INC.  
INTO  
DELUXE ENTERPRISE OPERATIONS, LLC**

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

1. Attached is the Plan of Conversion of Deluxe Enterprise Operations, Inc. into Deluxe Enterprise Operations, LLC.
2. The name of the converting organization immediately before the filing these Articles of Conversion is Deluxe Enterprise Operations, Inc.
3. The name to which the converting organization is to be changed will be Deluxe Enterprise Operations, LLC.
4. The converted organization will be a Minnesota limited liability company.
5. The Plan of Conversion has been approved by Deluxe Enterprise Operations, Inc. pursuant to 302A.685 of the Minnesota Business Corporation Act.
6. Attached are the Articles of Organization of Deluxe Enterprise Operations, 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 ENTERPRISE OPERATIONS, INC.**

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Terry D. Peterson  
Vice President & Treasurer

**ARTICLES OF ORGANIZATION  
OF  
DELUXE ENTERPRISE OPERATIONS, 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 Enterprise Operations, 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 1<sup>st</sup> of January, 2014.

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Terry D. Peterson  
Organizer

**ARTICLES OF ORGANIZATION  
OF  
DELUXE ENTERPRISE OPERATIONS, 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 Enterprise Operations, LLC"

**Article 2**

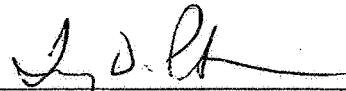
The registered office of this Company is located at 380 Jackson Street, Suite 700, St. Paul, MN 55101-2966.

**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 1<sup>st</sup> of January, 2014.



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Terry D. Peterson  
Organizer

STATE OF MINNESOTA  
DEPARTMENT OF STATE  
FILED

DEC 27 2013

*Mark Ritchie*  
Secretary of State



**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



By

Secretary of State

Doris Schmidt