

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM350251

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Consumer Benefit Services, Inc.		06/20/2012	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Augeo Consumer Engagement Services, LLC		
Street Address:	2561 Territorial Road		
City:	St. Paul		
State/Country:	MINNESOTA		
Postal Code:	55114		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	3014430	NATIONAL ROADSIDE ASSURANCE	
Registration Number:	3618484	UNITED BENEFIT ADVANTAGE	
Registration Number:	3618499	UNITED BENEFIT ADVANTAGE	
Registration Number:	3663446	DREAMPOINTS	
Registration Number:	3663518	CREATING LOYAL CUSTOMERS FOR LIFE	
Registration Number:	3663549	DREAM POINTS	
Registration Number:	3757407	CBSI MEMBERSHIP SERVICES	
Registration Number:	4015825	IDENTITY EASE	
Registration Number:	4017353	PERKS POINTS MALL	
Registration Number:	4152626	SWYPE	
CORRESPONDENCE DATA			
Fax Number:	8164121263		
<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>			
Phone:	8168428600		
Email:	trademark.MPL@stinsonleonard.com		
Correspondent Name:	Stinson Leonard Street LLP		
Address Line 1:	150 South 5th Street, Ste 2300		
Address Line 2:	Cynthia Maust		

CH \$265.00 3014430

Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER: 3001153-0001

NAME OF SUBMITTER: Cynthia Maust

SIGNATURE: /Cynthia Maust/

DATE SIGNED: 08/04/2015

Total Attachments: 8

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made and entered into this 20th day of June, 2012, by and between Consumer Benefit Services, Inc., an Illinois corporation, having its place of business at 620 Bond Street, Naperville, IL 60653 ("Assignor"), and Augeo Consumer Engagement Services, LLC, a Delaware limited liability company, having its place of business at 2561 Territorial Road, St. Paul, MN 55114, ("Assignee") (collectively, the "Parties").

WHEREAS, Assignor is the owner of the trademark registrations and applications set forth on Schedule 1 (the "Marks"), and is the owner of all right, title and interest therein;

WHEREAS, the Parties, along with some of their affiliates, are parties to that certain Asset Purchase Agreement, effective as of June 20, 2012 (the "Purchase Agreement"), an express condition of which requires Assignor to enter into this Assignment; and

WHEREAS, in order to induce Assignee to enter into the transaction contemplated by the Purchase Agreement, Assignor desires to assign all of its right, title, and interest in and to the Marks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, transfers, and assigns unto Assignee any and all right, title, and interest in and to the Marks, including all rights of priority, together with any and all good will of the business symbolized by said Marks, the right to apply for any of the foregoing, and all rights to causes of action and remedies relating thereto including, without limitation, the right to sue for past, present or future infringement. Assignor agrees to execute all documents, papers, forms and authorizations and take all other action that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in and to the Marks. Assignor represents and warrants that it has full power to enter into and perform this assignment, that the Marks are free and clear of all liens or encumbrances, that Assignor has not granted any person or entity any interest in the Marks and that there is no pending litigation or dispute in any jurisdiction concerning the use, validity, or ownership of the Marks.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date stated above.

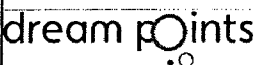


ASSIGNOR:




CONSUMER BENEFIT SERVICES, INC.


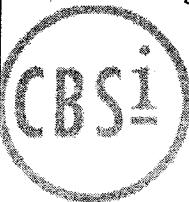
Signed: W. J. S. S. S.
By: William S. S. S.
Its: EVP

SCHEDULE 1

U.S. TRADEMARK APPLICATIONS/REGISTRATIONS		
Trademark	Status	Goods/Services
SWYPE U.S. Serial No.: 85229626	Application filed on January 30, 2011	Promoting the goods of others, namely, providing information regarding discounts, coupons, rebates, vouchers and special offers for the goods of others; Promoting the sale of goods and services of others through electronic couponing, promotions and discounts
MYCHOICE FUNDS U.S. Serial No.: 85229631	Application filed on January 30, 2011	Promoting the goods and services of others by means of the issuance of loyalty rewards cards
MYCHOICE BENEFITS U.S. Serial No.: 85229614	Application filed on January 30, 2011	Administration of a discount program for enabling participants to obtain discounts on the cost of services or receive improved services through use of a membership card
IDENTITY EASE U.S. Reg. No.: 4015825	Registered: August 23, 2011	Fraud and identity theft protection services
PERKS POINTS MALL U.S. Reg. No.: 4017353	Registered: August 23, 2011	Promoting the goods and services of others by means of a preferred customer program featuring a loyalty program that offers reward cards, points, and discounts on products offered by commercial partners.
CBSI MEMBERSHIP SERVICES U.S. Reg. No.: 3757407	Registered: March 9, 2010	Promoting the goods and services of others by means of a preferred customer program featuring loyalty, marketing and membership programs for commercial, promotional, and/or advertising purposes

<p>AMPOINTS and Design</p>  <p>U.S. Reg. No.: 3663549</p>	<p>Registered: August 4, 2009</p>	<p>Advertising and marketing services, namely, promoting the goods and services of others; Advertising, marketing and promotion services; On-line posting of rewards for information; Promoting the sale of goods and services of others by awarding purchase points for credit card use</p>
<p>CREATING LOYAL CUSTOMERS FOR LIFE</p> <p>U.S. Reg. No.: 3663518</p>	<p>Registered: August 4, 2009</p>	<p>Advertising, marketing and promotion services; Customer loyalty services and customer club services, for commercial, promotional and/or advertising purposes</p>
<p>DREAMPOINTS</p> <p>U.S. Reg. No.: 3663446</p>	<p>Registered: August 4, 2009</p>	<p>Advertising and marketing services, namely, promoting the goods and services of others; Advertising, marketing and promotion services; Promoting the sale of goods and services of others by awarding purchase points for credit card use</p>
<p>PREFERRED SHOPPER'S EDGE</p> <p>Serial No.: 77409125</p>	<p>Abandoned on September 16, 2011</p>	<p>Provides 24-hour shopping and quoting service</p>
<p>DREAMPASS and Design</p>  <p>U.S. Reg. No.: 3634047</p>	<p>Registered: June 9, 2009</p>	<p>Providing loyalty, marketing, and membership programs for commercial, promotional, and/or advertising purposes, namely, promoting the sale of credit card accounts and telecommunications services through the administration of a travel incentive awards program</p>
<p>MORE POINTS and Design</p>  <p>U.S. Reg. No.: 3505234</p>	<p>Registered: September 23, 2008</p>	<p>Providing loyalty, marketing, and membership programs for commercial, promotional, and/or advertising purposes, namely, a rewards program on a shopping site for customers' general merchandise</p>
<p>DREAMMILES</p> <p>U.S. Reg. No.: 3546800</p>	<p>Registered: December 16, 2008</p>	<p>Providing loyalty, marketing, and membership programs for commercial, promotional, and/or advertising purposes, namely, promoting the sale of credit card accounts and telecommunications services through the administration of a travel incentive awards program</p>

<p>UNITED BENEFIT ADVANTAGE and Design  U.S. Reg. No.: 3618499</p>	<p>Registered: May 12, 2009</p>	<p>Consumer discount program, excluding travel and transportation award programs, that provides various products and services at member only pricing</p>
<p>CBSI and Design  U.S. Reg. No.: 3582620</p>	<p>Registered: March 3, 2009</p>	<p>Providing loyalty, marketing, and membership programs for commercial, promotional, and/or advertising purposes</p>
<p>CONSUMER LEGAL NETWORK U.S. Reg. No.: 3510308</p>	<p>Registered: September 30, 2008</p>	<p>Loyalty services and programs for commercial, promotional, and/or advertising purposes, namely, finding and referring its members to an attorney for certain legal services</p>
<p>ID SENTINEL ALERT U.S. Reg. No.: 3546652</p>	<p>Registered: December 16, 2008</p>	<p>Consumer loyalty services in the nature of a financial identity theft monitoring service</p>
<p>ID SENTINEL ALERT and Design  U.S. Reg. No.: 3546650</p>	<p>Registered: December 16, 2008</p>	<p>Consumer loyalty services in the nature of a financial identity theft monitoring service</p>
<p>UNITED BENEFIT ADVANTAGE U.S. Reg. No.: 3618484</p>	<p>Registered: May 12, 2009</p>	<p>Consumer discount program, excluding travel and transportation award programs, that provides various products and services at member only pricing</p>

<p>LOYALTY SOLUTIONS and Design</p>  <p>loyalty solutions</p> <p>U.S. Reg. No.: 3582610</p>	<p>Registered: March 3, 2009</p>	<p>Providing loyalty, marketing, and membership programs for commercial, promotional, and/or advertising purposes</p>
<p>CBSI REWARDS</p> <p>U.S. Reg. No.: 3505213</p>	<p>Registered: September 23, 2008</p>	<p>Merchandising services for inducing the purchasing public to buy the goods of others through a promotional gift redemption program</p>
<p>MORE POINTS MORE REWARDS and Design</p> <p>more points more rewards</p> <p>U.S. Reg. No.: 3505243</p>	<p>Registered: March 17, 2009</p>	<p>Providing loyalty, marketing, and membership programs for commercial and promotional purposes</p>
<p>CBSI and Design</p>  <p>U.S. Reg. No.: 3504781</p>	<p>Registered: September 23, 2008</p>	<p>Providing loyalty, marketing, and membership programs for commercial, promotional, and/or advertising purposes</p>
<p>DOUBLE THE POINTS, DOUBLE THE LOYALTY, HALF THE COST</p> <p>U.S. Reg. No.: 2897031</p>	<p>Cancelled</p>	<p>Promoting the sale of credit card and debit card accounts through a loyalty program in which cardholders are rewarded with points that are redeemed for travel and merchandise; in addition, a portion of the points are donated to non-profit organizations of the cardholder's choice</p>

UNIDADPRIM MAS RECOMPENZAS INDIVIDUALES U.S. Reg. No.: 2897030	Cancelled	Promoting the sale of credit card and debit card accounts through a loyalty program in which cardholders are rewarded with points that are redeemed for travel and merchandise; in addition, a portion of the points are donated to non-profit organizations of the cardholder's choice
COMMUNITYFIRST PLUS PERSONAL REWARDS U.S. Reg. No.: 2897029	Cancelled	Promoting the sale of credit card and debit card accounts through a loyalty program in which cardholders are rewarded with points that are redeemed for travel and merchandise; in addition, a portion of the points are donated to non-profit organizations of the cardholder's choice
COMMUNITYFIRST ADVANTAGE U.S. Reg. No.: 2897032	Registered: October 26, 2004	Administration of a discount program that allows members discounts on health services, travel services, and legal services, in which members earn reward points redeemable for merchandise, travel, dining, and entertainment by purchasing items from a coalition of merchants, and a portion of the earned points are donated to the sponsoring non-profit organization
COMUNIDAPRIME RO U.S. Reg. No.: 2903090	Registered: November 16, 2004	Promoting the sale of credit card and debit card accounts through a loyalty program in which cardholders are rewarded with points that are redeemed for travel and merchandise; in addition, a portion of the points are donated to non-profit organizations of the cardholder's choice
NATIONAL ROADSIDE ASSURANCE U.S. Reg. No.: 3014430	Registered: November 15, 2005	Administration of a discount program for enabling participants to obtain discounts on goods and services through use of a discount membership card.
PREFERRED BUYER'S EDGE U.S. Serial No.: 76503312	Abandoned	Administration of a discount program for enabling participants to obtain discounts on goods and services through use of a discount membership card
PREFERRED SHOPPER'S EDGE U.S. Serial No.: 76503311	Abandoned	Administration of a discount program for enabling participants to obtain discounts on goods and services through use of a discount membership card

<p>...L ACCESS</p> <p>U.S. Reg. No.: 2896683</p>	<p>Registered: October 26, 2004</p>	<p>Business management services, namely, managing a merchandise and travel, incentive and rewards program for others that allows award winners to spend their points on over 300,000 brand name merchandise items as well as travel related products including airline tickets, hotel stays and cruise lines</p>
<p>MORTGAGEXTRAS</p> <p>U.S. Reg. No.: 2876460</p>	<p>Registered: August 24, 2004</p>	<p>Customer incentive award programs in which customers receive redeemable points for paying their mortgage on or before the due date, said programs being designed to increase customer loyalty</p>
<p>ENTERTAINMENT CONNECTION</p> <p>U.S. Serial No.: 76503308</p>	<p>Abandoned</p>	<p>Administration of a discount program for enabling participants to obtain discounts on dining, shopping, entertainment, travel and theme park discount services through us of a discount membership card in International Class 35</p>
<p>PREFERRED HOMEPLUS</p> <p>U.S. Serial No.: 76503307</p>	<p>Abandoned</p>	<p>Administration of a discount program for enabling participants to obtain discounts on goods and services through use of a discount membership card</p>
<p>FAMILY HEALTH NETWORK</p> <p>U.S. Serial No.: 76503306</p>	<p>Abandoned</p>	<p>Managed health care services that offer members discounts on dental, chiropractic, vision, medical, hearing instruments and other medical supplies and equipment, and 24-hour access to a nurse and a health library</p>
<p>COMMUNITYFIRST</p> <p>U.S. Reg. No.: 2918446</p>	<p>Registered: January 18, 2005</p>	<p>Charitable fund raising, namely, donating a portion of credit card reward points to non-profit organizations of the credit card holders choice</p>
<p>PREMIER CHOICE BENEFITS</p> <p>U.S. Serial No.: 76503304</p>	<p>Abandoned</p>	<p>Membership based product that offers members discounts on over 300,000 brand name items, plus access to discounts on movie tickets, theme parks, tires and rims, magazines, flowers and gifts, interstate moving, discounted travel, hotels, cruise center, legal services, automobile rental discounts, an automobile quoting and purchasing service; Plus health related services including; vision, chiropractic and pharmacy networks, medical supplies and equipment and hearing instruments</p>

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