

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM356144

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LMG Insight and Communication U.S. Inc.		09/18/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Aimia Proprietary Loyalty U.S. Inc.		
Street Address:	1405 Xenium Lane, Suite 150		
City:	Plymouth		
State/Country:	MINNESOTA		
Postal Code:	55441		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85301309	NECTAR	
Serial Number:	85301271	NECTAR	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	612-332-5300		
Email:	mmorris@merchantgould.com		
Correspondent Name:	Gregory C. Golla		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	16472.0157/0158US01		
NAME OF SUBMITTER:	Gregory Golla		
SIGNATURE:	/gcg/		
DATE SIGNED:	09/24/2015		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, LMG Insight and Communication U.S. Inc., a Delaware Corporation, with an address of 2711 Centerville Road, Suite No. 400, Wilmington, Delaware 19808 ("Assignor") is the owner of all rights to the marks on the attached Schedule (collectively called "the Marks");

WHEREAS, Aimia Proprietary Loyalty U.S. Inc., a corporation of Delaware and having a place of business at 1405 Xenium Lane, Suite 150, Plymouth, Minnesota 55441 ("Assignee") is desirous of acquiring from Assignor all right, title and interest in and to said Marks and trademark registrations, and associated goodwill;

NOW THEREFORE, said Assignor hereby confirms and ratifies the assignment of rights stated herein effective as of August 13, 2015, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said ASSIGNOR has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said ASSIGNEE, its successors or assigns, the entire right, title and interest in the United States in and to said trademark together with the goodwill and other incidents of its business associated with or symbolized by said trademarks, including the portion of the business assets associated with said trademarks

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized representative.

LMG Insight and Communication U.S. Inc.

By: 

Name and Title: Brian Sinclair, President U.S. Coalition

Dated: 18 Sept. 2015.

Schedule of the Marks

Mark	Goods/Services	Ser./Reg. No.
NECTAR	<p>(Int'l Class: 9) Encoded or magnetic coded cards for storing consumer purchasing information; magnetically encoded credit cards; magnetically encoded cards for use in connection with sales and promotional incentive schemes</p> <p>(Int'l Class: 16) printed visuals in the nature of promotional material, brochures and pamphlets in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services; printed vouchers; printed cards not magnetically coded for use in business transactions for use in connection with sales and promotional incentive schemes</p> <p>(Int'l Class: 35) Advertising; organization, administration of loyalty programmes which provides consumer incentives such as discounts on goods and services purchased through retail outlets; promotional services, namely, promoting the sale of goods and services of others by awarding points redeemable for consumer merchandise and distributing coupons; business management and administration consultancy; business advice and information; business advisory and consultancy services relating to database management and marketing; business data analysis; business research and analysis of markets</p> <p>(Int'l Class: 36) Credit card, cash card, and debit card services</p>	SN: 85/301309
NECTAR & DESIGN	<p>(Int'l Class: 9) Encoded or magnetic coded cards for storing consumer purchasing information; magnetically encoded credit cards; magnetically encoded cards for use in connection with sales and promotional incentive schemes</p> <p>(Int'l Class: 16) printed visuals in the nature of promotional material, brochures and pamphlets in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services; printed vouchers; printed cards not magnetically coded for use in business transactions for use in connection with sales and promotional incentive schemes</p> <p>(Int'l Class: 35) Advertising; organization, administration of loyalty programmes which provides consumer incentives such as discounts on goods and services purchased through retail outlets; promotional services, namely, promoting the sale of goods and services of others by awarding points redeemable for consumer merchandise and distributing coupons; business management and administration consultancy; business advice and information; business advisory and consultancy services relating to database management and marketing; business data analysis; business research and analysis of markets</p> <p>(Int'l Class: 36) Credit card, cash card, and debit card services</p>	SN: 85/301271

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