

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM364557

| | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| MARITZ HOLDINGS INC. | | 11/05/2015 | CORPORATION: MISSOURI |
| RECEIVING PARTY DATA | | | |
| Name: | BOND BRAND LOYALTY INC. | | |
| Street Address: | 6900 Maritz Drive | | |
| City: | Mississauga, ON | | |
| State/Country: | CANADA | | |
| Postal Code: | L5W 1L8 | | |
| Entity Type: | CORPORATION: CANADA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4732997 | BOND BRAND LOYALTY | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3143457600 | | |
| <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: | 314-345-7000 | | |
| Email: | kbastunas@senniger.com | | |
| Correspondent Name: | Senniger Powers LLP - Paul Fleischut | | |
| Address Line 1: | 100 North Broadway, 17th Floor | | |
| Address Line 4: | St. Louis, MISSOURI 63102 | | |
| ATTORNEY DOCKET NUMBER: | BBLI 10022 | | |
| NAME OF SUBMITTER: | Paul I. J. Fleischut | | |
| SIGNATURE: | /paul fleischut/ | | |
| DATE SIGNED: | 12/03/2015 | | |
| Total Attachments: 2 | | | |
| source=02791458#page1.tif | | | |
| source=02791458#page2.tif | | | |

OP \$40.00 4732997

ASSIGNMENT

1. **WHEREAS**, MARITZ HOLDINGS INC. of Fenton, Missouri, a corporation duly organized and existing under and by virtue of the laws of the state of Missouri (hereinafter referred to as "Assignor"), has adopted and used in its business certain trademarks; and

2. **WHEREAS**, Assignor has certain registrations throughout the world, including those listed below; and

3. **WHEREAS**, Bond Brand Loyalty Inc. of Mississauga, Ontario, Canada, a corporation duly organized and existing under and by virtue of the laws of Ontario, Canada (hereinafter referred to as "Assignee"), is desirous of acquiring the entire right, title and interest of Assignor in said trademarks and said registrations and the good will of the business in connection with which said trademarks are used;

4. **NOW THEREFORE**, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration by Assignee to Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign and transfer unto Assignee, its successors and assigns, all of Assignor's right, title and interest in and to said trademarks and said registrations together with the good will of the business in connection with which said trademarks are used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said trademarks; including specifically, without limiting the generality of the foregoing, the

trademark registrations listed below.


5. **TO BE HELD AND ENJOYED BY** Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and assignment not been made.

6. **THE TRADEMARK REGISTRATION(S) ARE AS FOLLOWS:**

| <u>REG. NO.</u> | <u>REG. DATE</u> | <u>TRADEMARK</u> |
|-----------------|------------------|--------------------------------------------|
| U.S. 4732997 | May 5, 2015 | BOND BRAND LOYALTY |
| CA TMA906902 | June 22, 2015 | BOND BRAND LOYALTY |
| CA TMA807778 | Sept. 28, 2011 | THE HUMAN DIMENSION OF SALES AND MARKETING |

7. **IN WITNESS WHEREOF**, Assignor has caused these presents to be executed by its officer thereunto duly authorized.

MARITZ HOLDINGS INC.

By 

Steven M. Gallant
EVP, General Counsel

(Corporate Seal)

ATTEST:


WITNESS (Signature)

Lori J. McFarland
Printed Name

November 5, 2015
Date