

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM378359

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900357433		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alliance Data Systems Corporation,		03/10/2016	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: 1			
Property Type	Number	Word Mark	
Registration Number:	2978278	MY WORLD	
CORRESPONDENCE DATA			
Fax Number:	6142272100		
<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:	6142272000		
Email:	rmorgan@porterwright.com		
Correspondent Name:	Robert J. Morgan		
Address Line 1:	41 South High Street		
Address Line 2:	Suite 2900		
Address Line 4:	Columbus, OHIO 43215		
ATTORNEY DOCKET NUMBER:	4011425-202495		
NAME OF SUBMITTER:	Robert J. Morgan		
SIGNATURE:	/Robert J. Morgan/		
DATE SIGNED:	03/29/2016		
Total Attachments: 2			
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source=Assignment of Alliance Data Systems to Comenity#page2.tif			

TRADEMARK ASSIGNMENT

WHEREAS, Alliance Data Systems Corporation, a Delaware corporation, is the owner of the trademarks shown on Exhibit A now registered in the United States Patent and Trademark Office and in the Canadian Intellectual Property Office, as indicated.

WHEREAS, Comenity LLC, a Delaware limited liability company, having its principal place of business at 3100 Easton Square Place Columbus OHIO 43219, is desirous of acquiring said trademarks and registrations;

NOW THEREFORE, for good and valuable consideration set forth in the sum of one dollar (\$1.00), the receipt of which is hereby acknowledged, Alliance Data Systems Corporation hereby assigns to Comenity LLC, all right, title and interest in and to said trademarks and registrations hereof, together with the good will of the business symbolized by said trademarks, effective as of the date executed below.

Alliance Data Systems Corporation

By: Cynthia Hageman

Name: Cynthia Hageman

Title: Assistant Secretary

Date: 3/10/2016

Exhibit A

LIST OF TRADEMARK REGISTRATIONS

Mark	Reg. Date	Reg. No.
MY WORLD – United States	07/26/2005	2978278

LIST OF TRADEMARK APPLICATIONS

Mark	Appl. Date	Appl. No.
CREDITNOW – Canada	01/07/2014	1658677