

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM443693

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AIMIA PROPRIETARY LOYALTY U.S. INC.		04/28/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	AIMIA PROPRIETARY LOYALTY U.S. LLC		
Street Address:	100 North Sixth Street, Suite 700B		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55403		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4832052	NECTAR	
Registration Number:	4832053	NECTAR	
Serial Number:	86745420	NECTAR	
Serial Number:	86745396	NECTAR	
CORRESPONDENCE DATA			
Fax Number:	6123325300		
<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:	6123325300		
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:	16472.157US01		
NAME OF SUBMITTER:	Gregory Golla		
SIGNATURE:	/gcg/		
DATE SIGNED:	09/19/2017		
Total Attachments: 6			
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Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "AIMIA PROPRIETARY LOYALTY U.S. INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "AIMIA PROPRIETARY LOYALTY U.S. INC." TO "AIMIA PROPRIETARY LOYALTY U.S. LLC", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF APRIL, A.D. 2017, AT 5:24 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE FIRST DAY OF MAY, A.D. 2017 AT 6 O'CLOCK A.M.




Jeffrey W. Bullock, Secretary of State

4747947 8100V
SR# 20172909858

Authentication: 202458376
Date: 04-28-17

You may verify this certificate online at corp.delaware.gov/authver.shtml

TRADEMARK
REEL: 006156 FRAME: 0805

**CERTIFICATE OF CONVERSION
TO
LIMITED LIABILITY COMPANY
OF
AIMIA PROPRIETARY LOYALTY U.S. INC.
TO
AIMIA PROPRIETARY LOYALTY U.S. LLC**

This Certificate of Conversion to Limited Liability Company, dated as of April 28, 2017, has been duly executed and is being filed by Aimia Proprietary Loyalty U.S. Inc., a Delaware corporation (the "Corporation"), to convert the Corporation to Aimia Proprietary Loyalty U.S. LLC, a Delaware limited liability company (the "LLC"), under the Delaware Limited Liability Company Act (6 Del. C. § 18-101, et seq.) and the General Corporation Law of the State of Delaware (8 Del. C. § 101, et seq.).

1. The Corporation filed its original certificate of incorporation with the Secretary of State of the State of Delaware and was first incorporated on October 30, 2009, in the State of Delaware, and was incorporated in the State of Delaware immediately prior to the filing of this Certificate of Conversion to Limited Liability Company.

2. The name and type of entity of the Corporation immediately prior to the filing of this Certificate of Conversion to Limited Liability Company was Aimia Proprietary Loyalty U.S. Inc., a Delaware corporation.


3. The name of the LLC into which the Corporation shall be converted as set forth in its certificate of formation is Aimia Proprietary Loyalty U.S. LLC.

4. The conversion of the Corporation to the LLC shall be effective on May 1, 2017, at 6:00 a.m. Eastern Standard Time.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion to Limited Liability Company as of the date first-above written.

AIMIA PROPRIETARY LOYALTY U.S. INC.

By: 
Name: Kurt Faben
Title: President

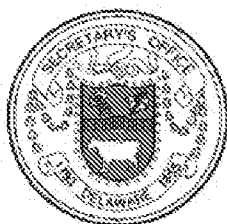
Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF FORMATION OF "AIMIA PROPRIETARY LOYALTY U.S. LLC" FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF APRIL, A.D. 2017, AT 5:24 O`CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE FIRST DAY OF MAY, A.D. 2017 AT 6 O`CLOCK A.M.




Jeffrey W. Bullock, Secretary of State

4747947 8100V
SR# 20172909858

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 202458376
Date: 04-28-17

TRADEMARK
REEL: 006156 FRAME: 0808

CERTIFICATE OF FORMATION

OF

AIMIA PROPRIETARY LOYALTY U.S. LLC

This Certificate of Formation of Aimia Proprietary Loyalty U.S. LLC (the "LLC"), dated as of April 28, 2017, has been duly executed and is being filed by the undersigned, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act (6 Del. C. § 18-101, *et seq.*).

FIRST. The name of the limited liability company is Aimia Proprietary Loyalty U.S. LLC.

SECOND. The address of the registered office of the LLC in the State of Delaware is c/o The Corporation Trust Company, Corporation Trust Center, 1209 Orange Street, Wilmington, New Castle County, Delaware 19801.

THIRD. The name and address of the registered agent for service of process on the LLC in the State of Delaware are The Corporation Trust Company, Corporation Trust Center, 1209 Orange Street, Wilmington, New Castle County, Delaware 19801.

FOURTH. This Certificate of Formation shall be effective on May 1, 2017, at 6:00 a.m. Eastern Standard Time.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of the date first above written.



Name: *Kurt Paben*
Title: Authorized Person

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