

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM443828

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	05/01/2017		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Aimia Proprietary Loyalty U.S. LLC		05/01/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Aimia US Inc.		
Street Address:	100 North Sixth Street, Suite 650C		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55403		
Entity Type:	Corporation: 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:	16472.0157US01		
NAME OF SUBMITTER:	Gregory Golla		
SIGNATURE:	/gcg/		
DATE SIGNED:	09/20/2017		

OP \$115.00 4832052

Total Attachments: 4

source=Nectar Trademark Assignment APLUS-LLC to Aimia US Inc#page1.tif

source=Nectar Trademark Assignment APLUS-LLC to Aimia US Inc#page2.tif

source=Nectar Trademark Assignment APLUS-LLC to Aimia US Inc#page3.tif

source=Nectar Trademark Assignment APLUS-LLC to Aimia US Inc#page4.tif

TRADEMARK ASSIGNMENT

WHEREAS, Aimia Proprietary Loyalty U.S. LLC, a Delaware Limited Liability Company, with an address of 100 North Sixth Street, Suite 700B, Minneapolis, MN 55403 ("Assignor") is the owner of all rights to the marks on the attached Schedule (collectively called "the Marks");

WHEREAS, Aimia US Inc., a corporation of Delaware and having a place of business at 100 North Sixth Street, Suite 650C, Minneapolis, MN 55403 ("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 May 1, 2017, 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.


Aimia Proprietary Loyalty U.S. LLC

By: 

Name and Title: Kuet Paban, President

Dated: 9/18/17

Schedule of the Marks

<p><u>NECTAR</u></p>	<p>(Int'l Class: 09) 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>RN: 4832052 SN: 85301271</p>
<p><u>NECTAR and Design</u></p> 	<p>(Int'l Class: 09) 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>RN: 4832053 SN: 85301309</p>
<p><u>NECTAR</u></p>	<p>(Int'l Class: 09) magnetically encoded payment cards; magnetically encoded cards for use in connection with sales and promotional incentive schemes; mechanisms for collecting and redeeming loyalty points, namely, electronic key tag fob-like device and mobile phone application; downloadable electronic publications in the nature of brochures and newsletters in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services</p> <p>(Int'l Class: 16) credit cards without magnetic coding; printed forms; printed instructional and teaching material in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services</p> <p>(Int'l Class: 35)</p>	<p>SN: 86745420</p>

	<p>organization of business competitions for advertising and business purposes; management of computer databases; computerized database management; compilation and systemization of information onto computer databases; organization of exhibitions and trade fairs for commercial or advertising purposes; compilation of data and information for use by consumers to view and select banking services, financial and insurance services, automobile club services, telecommunications services, floristry services, on-line auction services, health and beauty services, ticketing and entertainment services, travel and holiday booking services, and accommodation booking services; advisory services relating to market research; analysis of market research data; collection of market analysis information; collection of market research information; computerized market research services; business data analysis services of customer transactions and consumer behavior (Int'l Class: 38)</p> <p>telecommunication services, namely, providing online forums for transmission of messages among computer users in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services; providing online chat rooms and electronic bulletin boards for transmission of messages among users in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services (Int'l Class: 39)</p> <p>travel and booking agency services, namely, making transportation reservations and transportation bookings for holidays and occasions and arranging travel tours (Int'l Class: 41)</p> <p>providing online databases for recreational and amusement purposes, namely, databases featuring information on virtual environment websites in which users can interact for recreational, leisure or entertainment; publishing of nondownloadable electronic publications in the nature of brochures and newsletters in the field of consumer purchasing rewards programs (Int'l Class: 42)</p> <p>computer services, namely, creating an online website community for registered users to share information, photos, audio and video content about themselves, to form virtual communities, and engage in social networking services in the fields of consumer purchasing and consumer rewards (Int'l Class: 43)</p> <p>booking and reservation of temporary accommodations; providing temporary accommodation</p>	
<p><u>NECTAR and Design</u></p> 	<p>(Int'l Class: 09)</p> <p>magnetically encoded payment cards; magnetically encoded cards for use in connection with sales and promotional incentive schemes; mechanisms for collecting and redeeming loyalty points, namely, electronic key tag fob-like device and mobile phone application; downloadable electronic publications in the nature of brochures and newsletters in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services (Int'l Class: 16)</p> <p>credit cards without magnetic coding; printed forms; printed instructional and teaching material in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services (Int'l Class: 35)</p> <p>organization of business competitions for advertising and business purposes; management of computer databases; computerized database management;</p>	<p>SN: 86745396</p>

compilation and systemization of information onto computer databases; organization of exhibitions and trade fairs for commercial or advertising purposes; compilation of data and information for use by consumers to view and select banking services, financial and insurance services, automobile club services, telecommunications services, floristry services, on-line auction services, health and beauty services, ticketing and entertainment services, travel and holiday booking services, and accommodation booking services; advisory services relating to market research; analysis of market research data; collection of market analysis information; collection of market research information; computerized market research services; business data analysis services of customer transactions and consumer behavior

(Int'l Class: 38)

telecommunication services, namely, providing online forums for transmission of messages among computer users in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services; providing online chat rooms and electronic bulletin boards for transmission of messages among users in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services

(Int'l Class: 39)

travel and booking agency services, namely, making transportation reservations and transportation bookings for holidays and occasions and arranging travel tours

(Int'l Class: 41)

providing online databases for recreational and amusement purposes, namely, databases featuring information on virtual environment websites in which users can interact for recreational, leisure or entertainment; publishing of nondownloadable electronic publications in the nature of brochures and newsletters in the field of consumer purchasing rewards programs

(Int'l Class: 42)

computer services, namely, creating an online website community for registered users to share information, photos, audio and video content about themselves, to form virtual communities, and engage in social networking services in the fields of consumer purchasing and consumer rewards

(Int'l Class: 43)

booking and reservation of temporary accommodations; providing temporary accommodation

TRADEMARK