

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM457696

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AIMIA US INC.		12/20/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	AIMIA COALITION LOYALTY UK LIMITED		
Street Address:	6th Floor, 80 Strand		
City:	London WC2R 0NN		
State/Country:	UNITED KINGDOM		
Entity Type:	Corporation: UNITED KINGDOM		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	86745420	NECTAR	
Serial Number:	86745396	NECTAR	
Registration Number:	4832052	NECTAR	
Registration Number:	4832053	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:	lkinsky@merchantgould.com		
Correspondent Name:	Merchant & Gould P.C.		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	16472.157/158US01/02		
NAME OF SUBMITTER:	Gregory Golla		
SIGNATURE:	/gcg/		
DATE SIGNED:	01/11/2018		
Total Attachments: 10			
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DATED

20/12/17

2017

- (1) AIMIA US INC.
- (2) AIMIA COALITION LOYALTY UK LIMITED

TRADE MARK ASSIGNMENT DEED

THIS DEED is made on

2019/2017

BETWEEN:

- (1) **AIMIA U.S. INC.** a company incorporated in the state of Delaware, with an address at 100 North Sixth Street, Suite 650C, Minneapolis, MN 55403, United States of America (the "Assignor"); and
- (2) **AIMIA COALITION LOYALTY UK LIMITED** a company incorporated in England and Wales with registration number 04224736 whose registered office is at 6th Floor, 80 Strand, London, WC2R 0NN (the "Assignee").

IT IS AGREED AS FOLLOWS:

1 ASSIGNMENT

1.1 The Assignor hereby assigns to the Assignee with full title guarantee all legal and beneficial interest, however arising, in:

1.1.1 the trade marks listed in the Schedule to this Assignment (the **Trade Marks**), and the benefit of the use and all common law rights and goodwill accrued in relation to the Trade Marks;

1.1.2 as between the Assignor and the Assignee, the right to apply for, and to obtain, trade mark protection throughout the world in respect of the Trade Marks and the right to claim priority in respect of them;

1.1.3 any copyright and design right owned by the Assignor relating to the Trade Marks;

1.1.4 all rights of action that may have accrued in respect of any and all of the rights assigned including without limitation all rights and remedies in respect of any infringement occurring prior to the date of this Assignment.

1.2 To the extent that this Assignment is not effective to assign any of the rights listed above because a law in another territory does not permit assignment, the Assignor shall hold all rights that are not so assigned on trust for the Assignee and the Assignor shall at the Assignee's request and cost execute such documents and do such things as are necessary to effect that assignment if possible, and if no assignment is possible the Assignor shall put in place such legal arrangement as most closely resembles an assignment in the relevant territory.

2 RECORDS

To the extent that it has not already done so, the Assignor assigns and undertakes to deliver to the Assignee within 14 days of the date of this Assignment all records and embodiments (in all forms and media) of all the rights assigned under this Assignment which records are in the possession, custody or control of the Assignor.

3 **FURTHER ASSURANCE**

3.1 The Assignor shall:

3.1.1 permit and enable the Assignee to apply for, and (if required) consent to the registration of, and otherwise take all reasonable steps to assist the Assignee in applying for and obtaining registered protection in respect of, any Trade Mark anywhere in the world; and

3.1.2 at the request and cost of the Assignee execute such documents and do all such acts and things as may be reasonably necessary for the purpose of Clause 3.1.1 and for perfecting the assignment in Clause 1.

3.2 The Assignor irrevocably appoints the Assignee as its attorney in its name to execute all documents and do all such acts and things as may be necessary to give effect to and to perfect the terms of this Assignment. A certificate in writing signed by or on behalf of the Assignee that any document falls within the authority conferred by this Clause 3.2 shall be conclusive evidence that that is the case.

4 **RIGHTS OF THIRD PARTIES**

4.1 A person who is not a party to this Assignment has no rights under the Contracts (Rights of Third parties) Act 1999 to enforce, or to enjoy the benefit of, any provision of this Assignment.

5 **NOTICES**

5.1 Any notices required to be given under this Assignment shall be in writing and delivered personally, by first class post or by fax to the address of the parties set out below:

5.1.1 **Assignor:**

Address: 6th Floor 80 Strand, London, WC2R 0NN

For attention of: Jonathan Levy

Email: Jonathan.Levy@aimia.com

5.1.2 **Assignee:**

Address: 6th Floor 80 Strand, London, WC2R 0NN

For attention of: Jonathan Levy

Email: Jonathan.Levy@aimia.com

5.2 Any notice shall be duly served (i) on delivery if delivered by hand, (ii) 48 hours after sending if sent by first class post or recorded delivery or (iii) on sending if sent by fax (provided that a copy is also sent by post), provided that in each case the notice is sent to the address of the addressee in this Assignment or such other address as the addressee may from time to time have notified for the purpose of this clause.

6 **GOVERNING LAW AND JURISDICTION**

This Assignment shall be governed by and construed in accordance with the laws of England and Wales and the parties irrevocably submit to the exclusive jurisdiction of the English courts.

IN WITNESS WHEREOF this document has been executed as a deed the day and year first above written

SCHEDULE

TRADE MARKS

Trademark Records By Country

Owner	Trademark	Country	Appl. Date	No.	Status	Agent
Client	File Reference	Next Renewal Due	Reg. Date	No.	Sub Status	Supervisor
United States of America						
Aimia US Inc.	NECTAR	United States of America	21 Apr 2011	85301271	Registered	Merchant & Gould
AIMIA		13 Oct 2025	13 Oct 2015	4832052		Kate O'Rourke
Class	9					
Goods	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					
Class	16					
Goods	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					
Class	35					
Goods	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					
United States of America						
Aimia US Inc.	NECTAR	United States of America	2 Sep 2015	86745420	Pending	Merchant & Gould
AIMIA						Kate O'Rourke
Class	9					
Goods	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 for 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					
Class	16					
Goods	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					
Class	35					
Goods	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, forestry 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					
Class	38					
Goods	Telecommunication services, namely, providing online forums for transmission of messages among computer users in the fields of organization, operation and supervision of sales and					

Goods	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
Class	39
Goods	Travel and booking agency services, namely, making transportation reservations and transportation bookings for holidays and occasions and arranging travel tours
Class	41
Goods	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 non-downloadable electronic publications in the nature of brochures and newsletters in the field of consumer purchasing rewards programs
Class	42
Goods	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
Class	43
Goods	booking and reservation of temporary accommodations; providing temporary accommodation



Almia US Inc. **NECTAR device (black & white)** United States of America 21 Apr 2011 85301309 Registerat Merchent & Gould
 Almia **13 Oct 2025 13 Oct 2015 4832053** Kate O'Rourke

Class	5
Goods	Computer software for use in data processing and data management; computer software for use in advertising; computer software relating to the organization, operation and supervision of sales and promotional incentive schemes and promotional services; computer programs recorded on data media; data processing equipment; animated and motion picture films and videos; computer programs featuring interactive entertainment; computer game programs; apparatus for recording; transmission or reproduction of sound or images; encoded or magnetic cards; magnetic or encoded payment cards; mechanisms for collecting and redeeming points; namely, key tags and mobile phones; telephone calling cards; magnetically encoded credit cards; magnetically encoded cards for use in connection with sales and promotional incentive schemes; downloadable electronic publications in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services; computer software for analysing market information.
Class	18
Goods	Printed matter, publications, newspapers, magazines and periodicals in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services; promotional material, brochures and pamphlets in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services; printed vouchers; credit cards without magnetic coding; printed cards for use in connection with sales and promotional incentive schemes; printed forms; printed instructional and teaching material in the fields of organization, operation and supervision of sales and promotional incentive programs and promotional services.
Class	35
Goods	Advertising; organization, operation and supervision of loyalty programmes and of sales and promotional incentive schemes; organization of business competitions for advertising and/or business purposes; promotional services; business management and administration consultancy; business advice and information; management of computer databases; compilation of information onto computer databases; advisory and consultancy services relating to database management and marketing; business data analysis; business research and analysis; organization of exhibitions or trade fairs for commercial or advertising purposes; shopping retail services and online shopping retail services featuring automobile goods and equipment; printed and online publications, printed stationery, CDs, DVDs, magnetic data carriers, recording discs, video games, computer games, musical and audio visual works provided via the internet, computer and electronic communications networks or wireless technology, computers and computer software, telephones, trys, games, playthings and sports equipment; building and home improvement goods for the "do-it-yourself" sector; garden plants, gardening goods and equipment, domestic electrical and electronic equipment, machines for handfield use, hand tools, optical goods, cameras and photographic goods, jewellery, clocks, watches, bathroom and heating products, clothing, headgear, footwear, fashion accessories, leather and imitation leather goods, handbags, purses, luggage, travel goods and accessories, furniture, household containers and utensils, crockery and glassware, furnishings, textiles, haberdashery, hery, cosmetics, toiletries, health and beauty products, foods and alcoholic beverages, pet foods, pet equipment and products, and tobacco products and smokers accessories; compilation of data and information of service providers to enable consumers to conveniently view and choose banking, financial and insurance services; automobile club services, telecommunications services, floristry services, on-line auction services, health and beauty services, ticketing and entertainment services.

Class	36	travel and holiday booking services, and accommodation booking services; advisory services relating to market research; analysis of market research data; collection of information relating to market analysis; collection of information relating to market research; computerized market research services; services relating to business data analysis of customer transactions and consumer behavior.
Goods	36	Credit card, cash card, and debit card services.
Class	36	
Goods	36	Telecommunication services, namely providing online forums for transmission of messages among computer users, 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.
Class	39	
Goods	39	Travel and booking agency services, namely, arranging, booking and reserving holidays, vacations, and tours by land, sea and air.
Class	41	
Goods	41	Providing computer, electronic and online databases for recreational and amusement purposes; publishing of non-downloadable electronic publications.
Class	42	
Goods	42	Hosting an online website community for registered users to share information, photos, audio and video content about themselves, to form virtual communities and to engage in social networking.
Class	43	
Goods	43	Arranging, booking, and reservation of temporary accommodations; providing temporary accommodation.

Aimia US Inc.

NECTAR logo

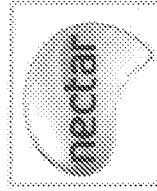
United States of America

2 Sep 2015

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Pending

Merchant & Gault



AIMIA

Allowance Issued

Kate O'Rourke

Class	9	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 tag-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
Goods	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
Class	35	
Goods	35	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
Class	38	
Goods	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
Class	39	

Goods	Travel and booking agency services, namely, making transportation reservations and transportation bookings for holidays and occasions and arranging travel tours
Class	41
Goods	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
Class	42
Goods	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
Class	43
Goods	booking and reservation of temporary accommodations; providing temporary accommodation

TM Administrator - END OF REPORT

JPO WebTMS: printed 14 Dec 2017 12:41

SIGNED and DELIVERED as a DEED)
on behalf of AIMIA U.S. INC. by an)
authorised signatory in accordance with)
the laws of the U.S. state of Delaware.

Name:



STEVEN LEAMAN

Title:

CAO

Date:

20/12/17

SIGNED and DELIVERED as a DEED)
by ~~Jonathan Levan~~ Levitt for and on)
behalf of AIMIA COALITION LOYALTY)
UK LIMITED in the presence of:



Witness signature:



Name of witness:

M. Soutter

Address:

85 Strand, London

Occupation:

CEO ERM