

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM542266

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Connexions Loyalty, Inc.		07/31/2019	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	cxLoyalty, Inc.		
<b>Street Address:</b>	6 High Ridge Park		
<b>City:</b>	Stamford		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06905		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4411795	MOTIVENGINE	
<b>Registration Number:</b>	5147413	REWARDS SHIELD	
<b>Registration Number:</b>	2580094		
<b>Registration Number:</b>	2835242	LOLA	
<b>Registration Number:</b>	2599208	EMPLOYALTY	
<b>Registration Number:</b>	2865507	COMPLETEASSISTANT	
<b>Registration Number:</b>	2453903	ELITE REWARDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2124684888		
<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>			
<b>Phone:</b>	2124684800		
<b>Email:</b>	jkatz@dglaw.com		
<b>Correspondent Name:</b>	Jeffrey C. Katz		
<b>Address Line 1:</b>	Davis & Gilbert LLP, 1740 Broadway		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>ATTORNEY DOCKET NUMBER:</b>	517-154-8		
<b>NAME OF SUBMITTER:</b>	Jeffrey C. Katz		
<b>SIGNATURE:</b>	/Jeffrey C. Katz/		

CH \$190.00 4411795

<b>DATE SIGNED:</b>	09/24/2019
<b>Total Attachments: 3</b> source=CONNEXIONS LOYALTY INC to CXLOYALTY INC#page1.tif source=CONNEXIONS LOYALTY INC to CXLOYALTY INC#page2.tif source=CONNEXIONS LOYALTY INC to CXLOYALTY INC#page3.tif	

# Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "CONNEXIONS LOYALTY, INC.", CHANGING ITS NAME FROM "CONNEXIONS LOYALTY, INC." TO "CXLOYALTY, INC.", FILED IN THIS OFFICE ON THE THIRTY-FIRST DAY OF JULY, A.D. 2019, AT 6:51 O`CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



3409335 8100  
SR# 20196268683

You may verify this certificate online at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

A handwritten signature in black ink, appearing to read "JBULLOCK", written over a horizontal line. Below the line, the text "Jeffrey W. Bullock, Secretary of State" is printed in a small font.

Authentication: 203327066  
Date: 07-31-19

**TRADEMARK**  
**REEL: 006753 FRAME: 0367**

**CERTIFICATE OF AMENDMENT TO** SR 20196268683 - File Number 3409335  
**CERTIFICATE OF INCORPORATION OF**  
**CONNEXIONS LOYALTY, INC.**

Connexions Loyalty, Inc. (the "*Corporation*"), a corporation organized and existing under the Delaware General Corporation Law (the "*DGCL*"), hereby certifies as follows:

1. This Certificate of Amendment (the "*Certificate of Amendment*") amends the provisions of the Corporation's Certificate of Incorporation filed with the Secretary of State on June 28, 2001 (as amended, the "*Certificate of Incorporation*").

2. Article FIRST of the Certificate of Incorporation is hereby amended and restated in its entirety as follows:

FIRST: The name of the Corporation is cxLoyalty, Inc. (the "Corporation").

3. This Certificate of Amendment was duly adopted in accordance with the provisions of Sections 228 and 242 of the DGCL.

4. All other provisions of the Certificate of Incorporation shall remain in full force and effect.

[*Signature Page Follows*]

**IN WITNESS WHEREOF**, the Corporation has caused this Certificate of Amendment to its Certificate of Incorporation to be signed by an authorized officer the 31st day of July, 2019.

CONNEXIONS LOYALTY, INC.

By: /s/ Gregory S. Miller  
Name: Gregory S. Miller  
Title: Executive Vice President and Chief  
Financial Officer

[Signature Page to Certificate of Amendment to Certificate of Incorporation of Connexions Loyalty, Inc.]

**RECORDED: 09/24/2019**

**TRADEMARK**  
**REEL: 006753 FRAME: 0369**