

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM542885

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Connexions Loyalty Inc.		07/31/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	CXLOYALTY, INC.		
Street Address:	6 HIGH RIDGE PARK		
City:	STAMFORD		
State/Country:	CONNECTICUT		
Postal Code:	06905		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	75717895	ELITE REWARDS	
Serial Number:	76127446		
Registration Number:	2599208	EMPLOYALTY	
Registration Number:	2835242	LOLA	
Registration Number:	3183093	LEGAL ASSISTANT	
Registration Number:	4277256	SHOPRAISING MALL	
Registration Number:	4411795	MOTIVENGINE	
Registration Number:	5147413	REWARDS SHIELD	
Registration Number:	2865507	COMPLETEASSISTANT	
CORRESPONDENCE DATA			
Fax Number:	2028874288		
<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:	2149692741		
Email:	blove@akingump.com		
Correspondent Name:	AKIN GUMP STRAUSS HAUER & FELD LLP		
Address Line 1:	2001 K Street N.W.		
Address Line 4:	Washington, D.C. 20006		
ATTORNEY DOCKET NUMBER:	683181.0003		

CH \$240.00 75717895

NAME OF SUBMITTER:	Brenda love
SIGNATURE:	/Brenda Love/
DATE SIGNED:	09/27/2019
Total Attachments: 3 source=CONNEXIONS LOYALTY INC - DE - Amendment#page1.tif source=CONNEXIONS LOYALTY INC - DE - Amendment#page2.tif source=CONNEXIONS LOYALTY INC - DE - Amendment#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.




Jeffrey W. Bullock, Secretary of State

3409335 8100
SR# 20196268683

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

Authentication: 203327066
Date: 07-31-19

TRADEMARK
REEL: 006757 FRAME: 0010

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: 09/27/2019

**TRADEMARK
REEL: 006757 FRAME: 0012**