

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM614671

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
cxLoyalty, Inc.		12/15/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Affinion Publishing, LLC		
Street Address:	10750 West Charleston Blvd., Suite 130		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89135		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2599208	EMPLOYALTY	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	212-468-4800		
Email:	jkatz@dglaw.com		
Correspondent Name:	Jeffrey C. Katz		
Address Line 1:	Davis & Gilbert LLP, 1675 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	000517-0154-035		
NAME OF SUBMITTER:	Jeffrey C. Katz		
SIGNATURE:	/Jeffrey C. Katz/		
DATE SIGNED:	12/16/2020		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, exLoyalty, Inc., a corporation of the State of Delaware, located at 6 High Ridges Park, Stamford, Connecticut 06905 (hereinafter, "Assignor"), is the owner of the mark listed below (the "Mark") and the following United States Patent and Trademark Office registration for said Mark:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
EMPLOYALTY	2599208	July 23, 2002

WHEREAS, Affinion Publishing, LLC, a limited liability company organized under the laws of Delaware, located at 10750 West Charleston Blvd., Suite 130, Las Vegas, Nevada 89135 (hereinafter, "Assignee"), is desirous of acquiring said Mark and said registration thereof, and the goodwill of the business in connection therewith.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all its rights, title and interest in and to said Mark, together with the goodwill of the business symbolized by the Mark, and said registration thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said Mark or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the 15 day of December, 2020.

exLoyalty, Inc.

Affinion Publishing, LLC

By: Lynn Doonan
Name: Lynn Doonan
Title: Vice President

By: Lynn Doonan
Name: Lynn Doonan
Title: Vice President

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