

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM717717

|                              |                                                    |
|------------------------------|----------------------------------------------------|
| <b>SUBMISSION TYPE:</b>      | RESUBMISSION                                       |
| <b>NATURE OF CONVEYANCE:</b> | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |
| <b>RESUBMIT DOCUMENT ID:</b> | 900651155                                          |

## CONVEYING PARTY DATA

| Name                              | Formerly | Execution Date | Entity Type  |
|-----------------------------------|----------|----------------|--------------|
| ALLIANCE DATA SYSTEMS CORPORATION |          | 10/19/2021     | Corporation: |

## RECEIVING PARTY DATA

|                          |                       |
|--------------------------|-----------------------|
| <b>Name:</b>             | LOYALTY VENTURES INC. |
| <b>Street Address:</b>   | 7500 DALLAS PARKWAY   |
| <b>Internal Address:</b> | SUITE 700             |
| <b>City:</b>             | PLANO                 |
| <b>State/Country:</b>    | TEXAS                 |
| <b>Postal Code:</b>      | 75024                 |
| <b>Entity Type:</b>      | Corporation: DELAWARE |

## PROPERTY NUMBERS Total: 9

| Property Type        | Number  | Word Mark       |
|----------------------|---------|-----------------|
| Registration Number: | 2919231 | LOYALTYONE      |
| Registration Number: | 4193123 | LOYALTYONE      |
| Registration Number: | 4102309 | LOYALTYONE      |
| Registration Number: | 4102310 | LOYALTYONE      |
| Registration Number: | 4122039 | LOYALTYONE      |
| Registration Number: | 4029047 | LOYALTYONE      |
| Registration Number: | 4122040 | LOYALTYONE      |
| Registration Number: | 4273122 | LOYALTY COMPASS |
| Registration Number: | 4170737 | LOYALTY COMPASS |

## CORRESPONDENCE DATA

Fax Number:

*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.*

Phone: 8477706000

Email: TRADEMARKS@ROSENBAUMIP.COM

Correspondent Name: ROSENBAUM IP

Address Line 1: 790 ESTATE DRIVE

**Address Line 2:** SUITE 200  
**Address Line 4:** DEERFIELD, ILLINOIS 60015

|                                |                    |
|--------------------------------|--------------------|
| <b>ATTORNEY DOCKET NUMBER:</b> | 6394-025           |
| <b>NAME OF SUBMITTER:</b>      | Jason K. Schmitz   |
| <b>SIGNATURE:</b>              | /Jason K. Schmitz/ |
| <b>DATE SIGNED:</b>            | 03/30/2022         |

**Total Attachments: 1**  
source=Executed Assignment (6394-025)#page1.tif

## U.S. TRADEMARK ASSIGNMENT

**WHEREAS** Alliance Data Systems Corporation, a Delaware corporation with a principal place of business at 3095 Loyalty Circle, Columbus, Ohio, 43219, United States (the “**Assignor**”) holds all right, title and interest in and to the trademarks LOYALTYONE, U.S. Trademark Registration No. 2,919,231, LOYALTYONE, U.S. Trademark Registration No. 4,193,123, LOYALTYONE, U.S. Trademark Registration No. 4,102,309, LOYALTYONE, U.S. Trademark Registration No. 4,102,310, LOYALTYONE, U.S. Trademark Registration No. 4,122,039, LOYALTYONE, 4,029,047, LOYALTYONE, U.S. Trademark Registration No. 4,122,040, LOYALTY COMPASS, U.S. Trademark Registration No. 4,273,122 and LOYALTY COMPASS, U.S. Trademark Registration No. 4,170,737 (the “**Marks**”);

**WHEREAS** the Assignor’s right, title and interest in the Marks includes all common law and statutory rights attaching thereto; and all rights to bring legal action and/or suits in equity against any third party for and to recover damages for infringement of the Marks, including monetary damages for any past infringement, injunctive and/or equitable relief and/or to recover damages and equitable relief for unfair competition and/or tortious conduct relating to business conducted under the Marks (collectively referred to as the “**Trademark Rights**”); and

**WHEREAS** the Assignor has agreed to assign the Marks and the Trademark Rights, effective October 19, 2021, to Loyalty Ventures Inc., a Delaware corporation with a principal place of business at 7500 Dallas Parkway, Suite 700, Plano, Texas, 75024, United States (the “**Assignee**”).

**NOW THEREFORE** for other good and valuable consideration, the receipt and sufficiency of which is hereby irrevocably acknowledged by the Assignor, the Assignor hereby transfers, conveys and assigns and hereby evidences such transference, conveyance and assignment of the Marks and the Trademark Rights, including all goodwill associated with the Marks and the Trademark Rights, to the Assignee (as well as the Assignee’s successors and assigns).

This Agreement may be executed in counterparts, each of which shall be deemed an original, and all of which shall together constitute one and the same instrument. Any individual signing this Agreement on behalf of a party represents and warrants that he or she has full authority to do so.

**IN WITNESS WHEREOF** the parties have executed this U.S. Trademark Assignment.

**Alliance Data Systems Corporation**

**Loyalty Ventures Inc.**



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By: Joseph L. Motes III  
Title: EVP, General Counsel, Chief  
Administrative Officer & Secretary

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By: Cynthia L. Hageman  
Title: EVP, General Counsel & Secretary