

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM796100

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	TERMINATION AND RELEASE OF SECURITY INTEREST IN PATENTS AND TRADEMARKS
<b>RESUBMIT DOCUMENT ID:</b>	900735370

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Enterprise Bank & Trust		12/01/2022	CHARTED TRUST COMPANY: MISSOURI

## RECEIVING PARTY DATA

<b>Name:</b>	Maritz Holdings Inc.
<b>Street Address:</b>	1375 North Highway Drive
<b>City:</b>	Fenton
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63099
<b>Entity Type:</b>	Corporation: MISSOURI
<b>Name:</b>	Maritz Dealer Solutions, LLC
<b>Street Address:</b>	1375 North Highway Drive
<b>City:</b>	Fenton
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63099
<b>Entity Type:</b>	Limited Liability Company: NEVADA
<b>Name:</b>	Maritz LLC
<b>Street Address:</b>	1375 North Highway Drive
<b>City:</b>	Fenton
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63099
<b>Entity Type:</b>	Limited Liability Company: MISSOURI
<b>Name:</b>	Maritz Global Events Inc.
<b>Street Address:</b>	1375 North Highway Drive
<b>City:</b>	Fenton
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63099
<b>Entity Type:</b>	Corporation: MISSOURI
<b>Name:</b>	Maritz Motivation Inc.
<b>Street Address:</b>	1375 North Highway Drive

<b>City:</b>	Fenton
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63099
<b>Entity Type:</b>	Corporation: MISSOURI
<b>Name:</b>	Maritz Global Events - AT&L Inc.
<b>Street Address:</b>	1375 North Highway Drive
<b>City:</b>	Fenton
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	63099
<b>Entity Type:</b>	Corporation: MISSOURI

**PROPERTY NUMBERS Total: 71**

<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
<b>Registration Number:</b>	4538799	BONFIRE
<b>Registration Number:</b>	5737465	CARTWHEEL A MARITZ AGENCY
<b>Registration Number:</b>	5297588	CHANNELNEXT
<b>Registration Number:</b>	2198220	CONFERON
<b>Registration Number:</b>	4668173	CROWSNEST
<b>Registration Number:</b>	4934245	CULTURENEXT
<b>Registration Number:</b>	4012263	CUSTOMERPULSE
<b>Registration Number:</b>	4012259	CUSTOMERVOICE
<b>Registration Number:</b>	4959267	CX CAFÉ
<b>Registration Number:</b>	5007392	CXEVOOLUTION
<b>Registration Number:</b>	5019469	CXFORUM
<b>Registration Number:</b>	5249976	CXFUEL
<b>Registration Number:</b>	5062094	CXFUSION
<b>Registration Number:</b>	5038152	CXSTANDARDS
<b>Registration Number:</b>	2691626	DEALERPULSE
<b>Registration Number:</b>	5941564	DECISIONPOINT
<b>Registration Number:</b>	5631184	DESIGN THE JOURNEY - NOT JUST THE DESTIN
<b>Registration Number:</b>	3356360	E
<b>Registration Number:</b>	4852271	EARNPOWER
<b>Registration Number:</b>	4889664	EDGE
<b>Registration Number:</b>	4012264	EMPLOYEEPULSE
<b>Registration Number:</b>	4012261	EMPLOYEEVOICE
<b>Registration Number:</b>	5562917	ENGAGEMENT POTENTIAL INDEX
<b>Registration Number:</b>	5886985	ENVY AWARDS
<b>Registration Number:</b>	5014322	EVENTBIT
<b>Registration Number:</b>	3740350	EVENTXL

Property Type	Number	Word Mark
Registration Number:	2214505	EXCLUSIVELY YOURS
Registration Number:	1349928	EXCLUSIVELY YOURS
Registration Number:	4924698	EXPERIENT
Registration Number:	4741210	EXPERIENT
Registration Number:	2736287	
Registration Number:	1322618	IDEASYSTEM
Registration Number:	2668313	IMPACT
Registration Number:	3700116	LOYALTYHQ
Registration Number:	4856633	LOYALTYNEXT
Registration Number:	1438291	MARITZ
Registration Number:	5957027	MARITZ EX
Registration Number:	5102030	MARITZ GLOBAL EVENTS
Registration Number:	4560443	MARITZ RESEARCH
Registration Number:	1619507	MARITZ STATS
Registration Number:	3649559	MARITZ TRAVEL
Registration Number:	4833435	MARITZCX
Registration Number:	2721582	MEET WITH SUCCESS
Registration Number:	5124983	MOBILECX
Registration Number:	2496985	MTCENTRAL
Registration Number:	4432616	OPPORTUNITY MAX
Registration Number:	4974726	
Registration Number:	2486084	OUR CLIENTS MEET WITH SUCCESS
Registration Number:	5753604	PEOPLESCIENCE
Registration Number:	3369206	PERFECTING THE EVENT EXPERIENCE
Registration Number:	4744912	PLANWELL MEETWELL
Registration Number:	5791532	POINTS CONCIERGE
Registration Number:	5899113	PX EXCHANGE
Registration Number:	4773377	REWARD STUDIO
Registration Number:	4733105	REWARDSPHERE
Registration Number:	1634313	RUN THROUGH THE WAREHOUSE
Registration Number:	4488160	SELECTSOURCE
Registration Number:	4313040	SMARTPROBE
Registration Number:	5147457	SOCIALCX
Registration Number:	4012266	SOCIALVOICE
Registration Number:	4310703	SPOTLIGHT
Registration Number:	4170017	SWAP
Registration Number:	5043042	TECHCHECK
Registration Number:	2755572	THE SCIENCE AND ART OF PEOPLE AND POTENT

Property Type	Number	Word Mark
Registration Number:	4397164	TRAFFICBOOST
Registration Number:	2122049	VIRTUAL CUSTOMERS
Registration Number:	3037613	VIRTUOSO
Registration Number:	2662582	YOUR REWARDS
Serial Number:	88235976	AGILEEX
Serial Number:	88038780	PROCX
Serial Number:	88193408	SPECTRUM

**CORRESPONDENCE DATA**

**Fax Number:** 7043311159  
*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:** 7043311000  
**Email:** PTO\_TMconfirmation@mvalaw.com,  
maryelizabethzaldivar@mvalaw.com

**Correspondent Name:** Moore & Van Allen PLLC  
**Address Line 1:** 100 North Tryon Street  
**Address Line 2:** Suite 4700, ATTN: IP DEPARTMENT  
**Address Line 4:** Charlotte, NORTH CAROLINA 28202

<b>ATTORNEY DOCKET NUMBER:</b>	327000.028843
<b>NAME OF SUBMITTER:</b>	John Slaughter
<b>SIGNATURE:</b>	/john slaughter/
<b>DATE SIGNED:</b>	03/21/2023

**Total Attachments: 26**

source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page1.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page2.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page3.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page4.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page5.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page6.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page7.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page8.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page9.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page10.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page11.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page12.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page13.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page14.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page15.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page16.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page17.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page18.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page19.tif

source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page20.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page21.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page22.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page23.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page24.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page25.tif  
source=Resubmission TRSI-PT - Enterprise Bank & Trust to Maritz Holdings Inc., et al#page26.tif

**TERMINATION AND RELEASE OF SECURITY INTEREST  
IN PATENTS AND TRADEMARKS**

This **TERMINATION AND RELEASE OF SECURITY INTEREST IN PATENTS AND TRADEMARKS**, dated as of December 1, 2022 ("Release"), is made by Enterprise Bank & Trust, a Missouri chartered trust company ("Lender"), in favor of Maritz Holdings Inc., a Missouri corporation, Maritz Dealer Solutions, LLC, a Nevada limited liability company, Maritz LLC, a Missouri limited liability company, Maritz Global Events Inc., a Missouri corporation, Maritz Motivation Inc., a Missouri corporation, and Maritz Global Events – AT&L Inc., a Missouri corporation (each a "Grantor", and together, the "Grantors").

**WHEREAS**, pursuant to that certain Security Agreement dated as of December 14, 2020 (as amended or modified from time to time, the "Security Agreement") by and among the Grantors, Lender, and others party thereto, each Grantor granted, pledged and collaterally assigned to the Lender a security interest in all of such Grantor's right, title and interest in Intellectual Property, including Patents and Trademarks, including, but not limited to, the foregoing listed on Schedule 1 and Schedule 2 attached hereto (collectively, the "IP Collateral"); and

**WHEREAS**, pursuant to the Security Agreement, Grantors executed and delivered to Lender the Notice of Grant of Security Interest in Patents and Trademarks recorded at the United States Patent and Trademark Office ("USPTO") on December 18, 2020 at Reel 054806 Frame 0381 (on patents) and December 18, 2020 at Reel 7139 Frame 0707 (on trademarks).

**NOW THEREFORE**, in consideration of the mutual promises and undertakings set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and with the intention of being legally bound hereby, Lender and Grantors agree as follows:

**SECTION 1. Defined Terms.** Capitalized terms used herein without definition shall have the meanings ascribed to such terms in the Security Agreement or Notice.

**SECTION 2. Termination and Release.** Lender hereby:

- (a) terminates the Notice;
- (b) terminates, cancels, forever discharges, and releases the security interest in all of each Grantor's right, title and interest in IP Collateral, including, but not limited to, the foregoing listed on Schedule 1 and Schedule 2 attached hereto;
- (c) represents and warrants that it has full authority to execute and deliver this Release; and
- (d) authorizes the recordation of this Release with the USPTO at Grantors' expense.

**SECTION 3. Further Assurances.** Lender, at Grantors' expense, hereby agrees to duly execute, acknowledge, procure and deliver any further documents and to do such other acts as may be reasonably necessary to effect the security interest release contemplated herein. To the extent that any other filings with any other governmental authority have been made with respect to any of the IP Collateral, Lender will, at Grantors' expense, execute and deliver a reasonable release or other instrument that will terminate any such filing and/or release any interests conveyed therein.

**IN WITNESS WHEREOF**, the Lender has caused this Termination and Release of Security Interest in Patents and Trademarks to be duly executed as of the date first set forth above.

Lender:

Enterprise Bank & Trust

By: 

Name: Tara C. Kelley

Title: AVR-Loan Operations

**Schedule 1**  
**Patents**  
**[see attached]**



**Patent Report By Invention  
Search Criteria**

Status	ACTIVE
Client ID	3509501

**Display Options**

Client Ref	All
------------	-----

COUNTRY	REFERENCE # CLIENT REFERENCE #	TYPE	FILED	SERIAL #	ISSUED	PATENT #	STATUS
---------	-----------------------------------	------	-------	----------	--------	----------	--------

**AUTOMATED NARRATION AND RECORDING FOR DRIVE EVENTS**

UNITED STATES	3509501.0751 MRZ9410 Channel (DRIVE Q)	OTH	07 Sep 2007	11/851,955	30 Aug 2011	8010286	ISSUED
UNITED STATES	3509501.075102 MRZ9410.2 Channel (DRIVE Q)	CIP	03 Sep 2008	12/203,216	21 Feb 2012	8121784	ISSUED
CANADA	3509501.075103 MRZ9410.3	OTH	05 Sep 2008	2639367	04 Sep 2012	2639367	ISSUED

**BEACON TRACKING THROUGHOUT AN EVENT AREA**

UNITED STATES	3509501.102903 MRZ10100.US EventBit	OTH	06 Nov 2017	15/804,687	04 Jun 2019	10311267	ISSUED
UNITED STATES	3509501.1134 MRZ10100.USC1 Event Bit	CON	04 Jun 2019	16/431,243	24 Mar 2020	10599893	ISSUED

**DATA ENCODING FOR ANALYSIS ACCELERATION**

UNITED STATES	3509501.1069 MRZ10140	OTH	11 Sep 2013	14/023,739	02 Dec 2014	8902086	ISSUED
---------------	--------------------------	-----	-------------	------------	-------------	---------	--------

**DYNAMIC REAL-TIME SERVICE FEEDBACK COMMUNICATION SYSTEM**

UNITED STATES	3509501.102802 MRZ10099.US CNXT C2E PLATFORM	OTH	06 Dec 2017	15/833,326			PUBLISHED
---------------	--	-----	-------------	------------	--	--	-----------

**GEO-FILTERED PAYMENT PRODUCT**

UNITED STATES	3509501.1155 MRZ10137.US	OTH	19 Aug 2019	16/544,354			PUBLISHED
---------------	-----------------------------	-----	-------------	------------	--	--	-----------

**INTERFACE BETWEEN TWO REWARD PROGRAMS FOR CONCURRENTLY REDEEMING CURRENCIES**

UNITED STATES	3509501.0750 MRZ9409 MMS (POINT INTERCHANGE SYSTEM)	OTH	29 Jan 2008	12/021,866	28 May 2013	8452645	ISSUED
---------------	--	-----	-------------	------------	-------------	---------	--------

**MEETING EFFECTIVENESS PROGRAM OPTIMIZATION**

UNITED STATES	3509501.069102 MRZ9354.2 MTC (TRAVEL INSIGHT)	OTH	22 Jan 2008	12/018,009	03 May 2011	7937287	ISSUED
---------------	---	-----	-------------	------------	-------------	---------	--------

COUNTRY	REFERENCE # CLIENT REFERENCE #	TYPE	FILED	SERIAL #	ISSUED	PATENT #	STATUS
---------	-----------------------------------	------	-------	----------	--------	----------	--------

---

**METHOD AND SYSTEM FOR ELECTRONICALLY SELECTING, MODIFYING, AND OPERATING A MOTIVATION OR RECOGNITION PROGRAM**


---

UNITED STATES	3509501.046301 MRZ8996.1 MMS (eMARITZ)	OTH	23 Apr 2001	09/840,648	22 Jan 2013	8359231	ISSUED
AUSTRALIA	3509501.046304 MRZ8996.4 eMARITZ	OTH	08 May 2001	43771/01	19 Jan 2006	783193	ISSUED

---

**SYSTEM AND METHOD FOR TRANSACTING PURCHASES WITH A CASH VENDOR USING POINTS**


---

UNITED STATES	3509501.0580 MRZ9239 MMS (T-VAULT)	OTH	05 Apr 2002	10/117,309	07 Nov 2006	7134087	ISSUED
---------------	--	-----	-------------	------------	-------------	---------	--------

---

**SYSTEM AND METHOD FOR TRANSACTING PURCHASES WITH A CASH VENDOR USING POINTS AND A VIRTUAL CREDIT CARD**


---

UNITED STATES	3509501.0779 MRZ9849 MMS (VIRTUAL tVAULT)	OTH	22 Jan 2009	12/358,052	09 Sep 2014	8831976	ISSUED
UNITED STATES	3509501.077902 MRZ9849.USC2	CON	09 Apr 2018	15/948,573			PUBLISHED

---

**UNIQUE USER EXPERIENCES IN A CLIENT CONFIGURATION PLATFORM**


---

UNITED STATES	3509501.096401 MRZ10025.US	OTH	30 Mar 2016	15/085,611			PUBLISHED
---------------	-------------------------------	-----	-------------	------------	--	--	-----------

---

 END OF REPORT

TOTAL ITEMS SELECTED

16

**Schedule 2**  
**Trademarks**  
**[see attached]**

**Search Criteria**

Client ID 3509501  
Status ACTIVE

**Display Options**

Goods All  
Client Ref All

COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

**AGILEEX**

UNITED STATES	3509501.1128 MRZ10146	19 Dec 2018 88/235,976		ALLOWED
---------------	--------------------------	---------------------------	--	---------

Goods: 35 - consulting services in the field of human resources development, namely, for the promotion of employee retention, employee career growth, increased productivity for employees and employers, linking employee culture, performance and feedback to customer experience related actions that employees take, and employee management and improvement of the customer experience

**BONFIRE**

UNITED STATES	3509501.1002 MRZ10073	16 Oct 2012 85/755,662	27 May 2014 4,538,799	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 42 - providing temporary use of on-line proprietary, non-downloadable software for customer creation, design, modification, updating, collection, and maintenance of on-line surveys, questionnaires and polls, and publishing, exporting, emailing, printing and transferring surveys and survey results

**CALIFORNIA CLEAN FUEL REWARD**

UNITED STATES	3509501.1139 MRZ10156			PROPOSED
---------------	--------------------------	--	--	----------

**CARTWHEEL A MARITZ AGENCY (stylized)**

UNITED STATES	3509501.1045 MRZ10116	21 Feb 2018 87/805,867	30 Apr 2019 5,737,465	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - advertising agency services; brand concept and brand development services for corporate clients; market research

**CHANNELNEXT**

UNITED STATES	3509501.1013 MRZ10084	13 Jun 2016 87/070,058	26 Sep 2017 5,297,588	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - business consultation in the field of performance improvement programs, employee recognition programs, and business partner loyalty programs for client company's employees, suppliers, distributors, and business partners; creating, promoting, conducting and administering business partner loyalty programs which provide rewards in the form of credit to purchase products and services to promote on-the-job performance

**CONFERON**

UNITED STATES	3509501.0955 MRZ10026	12 Sep 1997 75/355,513	20 Oct 1998 2,198,220	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - consulting services in the area of business meeting planning

**CROWSNEST**

UNITED STATES	3509501.0923 MRZ9993	04 Apr 2013 85/895,061	06 Jan 2015 4,668,173	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - collection and analysis of quality metric data for financial service providers for business purposes; market research services; marketing research services; shopping by researchers who pose as customers to evaluate the quality of service delivered

**CULTURENEXT**

UNITED STATES	3509501.0984 MRZ10055	06 Aug 2015 86/717,342	05 Apr 2016 4,934,245	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - business consultation in the fields of performance improvement programs and employee recognition programs for client company's employees; creating, promoting, conducting and administering employee recognition programs which provide rewards in the form of credit to purchase products and services to promote on-the-job performance

COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

**CUSTOMERPULSE**

UNITED STATES	3509501.0998 MRZ10069	21 Jan 2011 85/223,652	16 Aug 2011 4,012,263	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty

**CUSTOMERVOICE**

UNITED STATES	3509501.0996 MRZ10067	21 Jan 2011 85/223,637	16 Aug 2011 4,012,259	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty

**CX CAFÉ**

UNITED STATES	3509501.0990 MRZ10061	27 Aug 2015 86/738,583	17 May 2016 4,959,267	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 41 - on-line journals, namely, blogs featuring information and dialog in the fields of acquisition, satisfaction, and retention of customers, and market research

**CXEVOLUTION**

UNITED STATES	3509501.1016 MRZ10087	07 Dec 2015 86/841,553	26 Jul 2016 5,007,392	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, brand equity, and consumer satisfaction programs, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation

**CXFORUM**

UNITED STATES	3509501.0992 MRZ10063	27 Aug 2015 86/738,585	09 Aug 2016 5,019,469	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 41 - educational services, namely, conducting conferences in the field of acquisition, satisfaction, and retention of customers, and market research

**CXFUEL**

UNITED STATES	3509501.1027 MRZ10098	01 Dec 2016 87/253,649	25 Jul 2017 5,249,976	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 42 - providing an interactive website in the nature of a software-based connector hub featuring technology that enables users to utilize application integration software, software development tools, and prebuilt connectors for linking survey results and other customer experience data to client enterprise business applications for the purpose of increasing consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity

**CXFUSION**

UNITED STATES	3509501.0991 MRZ10062	27 Aug 2015 86/738,584	18 Oct 2016 5,062,094	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 41 - educational services, namely, conducting conferences in the field of acquisition, satisfaction, and retention of customers, and market research

**CXSTANDARDS**

UNITED STATES	3509501.0994 MRZ10065	27 Aug 2015 86/738,591	06 Sep 2016 5,038,152	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - market reports and studies; provision of marketing reports

**DEALERPULSE**

UNITED STATES	3509501.0557 MRZ9093	14 Nov 2001 76/337,879	25 Feb 2003 2,691,626	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - conducting research and providing research results in the field of customer satisfaction in the automobile industry

COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

**DECISIONPOINT**

UNITED STATES	3509501.1075 MRZ10144	14 Nov 2018 88/193,529	24 Dec 2019 5,941,564	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 42 - providing an internet website portal featuring technology that enables industry and trade organization users to access and analyze real-time data relating to demographics and behavior of attendees of industry tradeshows and trade association events, namely, data relating to attendees' occupations, attendees' employers, sessions attended by attendees within a particular tradeshow or association event, attendees' housing within a particular tradeshow or association event, recreational activities participated in within a particular tradeshow or association event, exhibitor-attendee sales lead exchange information, attendees' locations and dwell times within a particular tradeshow or association event, and aggregated year-over-year data comparing attendees' behaviors in one year to behaviors in other years

**DESIGN THE JOURNEY - NOT JUST THE DESTINATION**

UNITED STATES	3509501.1048 MRZ10119	28 Feb 2018 87/815,212	18 Dec 2018 5,631,184	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - business organizational designing, arranging and conducting business conferences, business meetings, and business events; post-event analysis and customer satisfaction review, namely, market research services and guest experience research services; arranging and conducting business conferences and business meetings; providing a full range of business meeting, convention, exhibition, seminar, event, trade show, and conference services, in the area of marketing and promotion of meetings, conventions, exhibitions, seminars, events, trade shows, and conferences, registration services for meeting attendees and exhibitors, business consultation identification consisting of researching and recommending suitable meeting and event venues, business logistics management in the field of meetings, conventions, exhibitions, seminars, events, trade shows, and conferences, food and beverage management in the nature of registering, screening, credentialing, and organizing third-party vendors, suppliers, and contractors, documentation and information distribution on behalf of others for meetings, conventions, exhibitions, seminars, events, trade shows, and conferences, online registration services for others in the trade show and exposition management field for on-line attendee registration and payment and on-line exhibitor booth selection; business consulting services in the area of planning meetings, conventions, exhibitions, seminars, events, trade shows, and conferences, providing an event specific on-line database featuring meeting, convention, exhibition, seminar, event, trade show, and conference registration data, demographics of meeting attendees, and event specific information of interest to attendees and exhibitors, providing a website featuring business information and consumer information relating to the meeting industry

**E (stylized)**

UNITED STATES	3509501.0713 MRZ9376	04 Aug 2006 78/945,074	18 Dec 2007 3,356,360	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - Administering employee performance incentive award programs to promote sales, innovation, employee recognition, safety, productivity, customer satisfaction, and quality through the use of electronic award access cards

**EARNPOWER**

UNITED STATES	3509501.0972 MRZ10042	20 Aug 2014 86/372,066	10 Nov 2015 4,852,271	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - business consultation in the field of sales incentive programs, performance improvement programs, employee recognition programs, and channel loyalty programs for client company's employees, dealers, suppliers, and distributors; creating, promoting, conducting and administering of sales incentive reward programs to promote on the job performance in the field of sales by a client company's employees, dealers, and distributors  
41 - providing employee recognition and incentives by the way of awards to demonstrate excellence in the field of sales and on the job performance

**EDGE**

UNITED STATES	3509501.0988 MRZ10059	11 Aug 2015 86/721,455	19 Jan 2016 4,889,664	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 42 - providing an interactive website for use by industry and trade organizations featuring technology that enables users to access and analyze data relating to demographics and behavior of attendees of industry tradeshows and trade association events

**EMPLOYEEPULSE**

UNITED STATES	3509501.0999 MRZ10070	21 Jan 2011 85/223,659	16 Aug 2011 4,012,264	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty

**EMPLOYEEVOICE**

UNITED STATES	3509501.0997 MRZ10068	21 Jan 2011 85	16 Aug 2011	REGISTERED
---------------	--------------------------	-------------------	-------------	------------

COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

EMPLOYEEVOICE continued.....

3509501.0997 continued.....

Goods: 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty

**ENGAGEMENT POTENTIAL INDEX**

UNITED STATES	3509501.1040 MRZ10111	04 Oct 2017 87/633,062	11 Sep 2018 5,562,917	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 42 - providing a web site featuring temporary use of non-downloadable software for assessing and gauging culture quality and employee capacity for commitment to a business organization's mission, vision and values against industry benchmarks, and for generating customized reports thereof

**ENVY AWARDS**

UNITED STATES	3509501.1127 MRZ10145	20 Dec 2018 88/237,799	15 Oct 2019 5,886,985	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 41 - providing recognition and incentives by the way of awards to demonstrate excellence in the field of the automotive industry

**EVENTBIT**

UNITED STATES	3509501.0982 MRZ10053	08 Jul 2015 86/686,586	02 Aug 2016 5,014,322	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - activity monitoring services for business purposes in the nature of tracking attendee behavior at business meetings, conventions, exhibitions, seminars, trade shows, and conferences; collection, analysis, and reporting quality metric data for organizers, attendees, and exhibitors at business meetings, conventions, exhibitions, seminars, trade shows, and conferences for business purposes

**EVENTXL**

UNITED STATES	3509501.0960 MRZ10031	01 Mar 2007 77/119,998	19 Jan 2010 3,740,350	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - providing an online computer database for business purposes in the field of management of meetings, conventions, exhibitions, seminars, events, tradeshow, and conferences

**EXCLUSIVELY YOURS**

CANADA	3509501.0153 MRZ8720	17 Feb 1992 699042	12 Mar 1993 409569	REGISTERED
--------	-------------------------	-----------------------	-----------------------	------------

Goods: 000 - administering incentive programs for third party businesses, namely providing awards to reward employee performance

EUROPEAN UNION (EUTM & RCD)	3509501.0166 MRZ8733	25 Jun 1996 279,216	30 Jun 1998 000279216	REGISTERED
--------------------------------	-------------------------	------------------------	--------------------------	------------

Goods: 35 - administering, planning, operating and promoting the use of business performance improvement programs and consumer award programs, including promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs

UNITED STATES	3509501.0286 MRZ8850	06 Nov 1997 75/386,071	29 Dec 1998 2,214,505	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - promoting, conducting and administering management and employee performance award programs for others; promoting the goods and services of others through the access and redemption of awards, through the use of electronic award access cards received in connection with incentive award programs and through the distribution of catalogs and printed material

UNITED STATES	3509501.0079 MRZ8651	26 Mar 1984 73/471,921	16 Jul 1985 1,349,928	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - administering incentive programs for business

**EXCLUSIVEMENT POUR VOUS**

CANADA	3509501.0171 MRZ8738	17 Apr 1996 810,170	11 Dec 1997 TMA486814	REGISTERED
--------	-------------------------	------------------------	--------------------------	------------

Goods: 000 - administering, planning, operating and promoting the use of business performance improvement programs and consumer award programs, namely, promoting the goods and services of others through the access and redemption of awards received in connection with the incentive award programs

COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

**EXCLUSIVEMENT VOTRE**

FRANCE	3509501.0207 MRZ8774	26 Sep 1996 96643201	04 Mar 1997 96643201	REGISTERED
--------	-------------------------	-------------------------	-------------------------	------------

Goods: 35 - sales promotion services for third parties, customer loyalty programs in particular, the awarding of points and/or rewards to customers, publishing and distribution of promotional material, namely a card allowing its user to make purchases or to benefit from services by way of points earned  
36 - financial and banking services, credit and debit card services, management of bank accounts, compensation services (exchange operations)

**EXPERIENT**

ARGENTINA	3509501.089901 MRZ9969.1	11 Oct 2011 3121104	21 Dec 2012 2548448	REGISTERED
-----------	-----------------------------	------------------------	------------------------	------------

Goods: 35 - all goods/services of the class

CHILE	3509501.089907 MRZ9969.5	11 Oct 2011 973630		PENDING
-------	-----------------------------	-----------------------	--	---------

Goods: 35 - planning, coordination, marketing and registration services for meetings, conferences, seminars, trade shows and conventions; consulting services in the area of planning meetings, conferences, seminars, trade shows and conventions; logistical management in the field of coordinating meetings, conferences, seminars, trade shows and conventions; food and beverage management for others; assistance with selection and procurement of food, beverage, transportation, and exhibition suppliers and supplies for meetings, conferences, seminars, trade shows and conventions; assisting with speaker selection and procurement for meetings, conferences, trade shows, seminars and conventions

CHINA	3509501.089902 MRZ9969.10	02 Nov 2011 10139175	28 Jan 2014 10139175	REGISTERED
-------	------------------------------	-------------------------	-------------------------	------------

Goods: 35 - organization of meetings, exhibitions and trade fairs for commercial or advertising purposes; organization of meetings and trade fairs for commercial or advertising purposes

CHINA	3509501.089903 MRZ9969.11	02 Nov 2011 10139174	28 Apr 2014 10139174	REGISTERED
-------	------------------------------	-------------------------	-------------------------	------------

Goods: 41 - organization of exhibitions for cultural or educational purposes; arranging and conducting of conferences; arranging and conducting of seminars; arranging and conducting of congresses

RUSSIA	3509501.089910 MRZ9969.8	11 Oct 2011 2011733332	08 Apr 2013 484626	REGISTERED
--------	-----------------------------	---------------------------	-----------------------	------------

Goods: 35 - organization of exhibitions for commercial or advertising purposes; organization of trade fairs for commercial or advertising purposes  
41 - organization of exhibitions for cultural or educational purposes; arranging and conducting of conferences, seminars, conventions

SOUTH AFRICA	3509501.089911 MRZ9969.9	03 Oct 2011 2011/24597	27 Jun 2014 2011/24597	REGISTERED
--------------	-----------------------------	---------------------------	---------------------------	------------

Goods: 41 - planning, coordination, marketing and registration services for meetings, conferences, seminars, trade shows and conventions; consulting services in the area of planning meetings, conferences, seminars, trade shows and conventions; logistical management in the field of coordinating meetings, conferences, seminars, trade shows and conventions; food and beverage management for others; assistance with selection and procurement of food, beverage, transportation, and exhibition suppliers and supplies for meetings, conferences, seminars, trade shows and conventions; assisting with speaker selection and procurement for meetings, conferences, trade shows, seminars and conventions

UNITED KINGDOM	3509501.089908 MRZ9969.6	07 Oct 2011 2597007	13 Apr 2012 2597007	REGISTERED
----------------	-----------------------------	------------------------	------------------------	------------

Goods: 35 - planning, coordination and registration services for meetings, conferences, seminars, trade shows and conventions; consulting services in the area of planning meetings, conferences, seminars, trade shows and conventions; logistical management in the field of coordinating meetings, conferences, seminars, trade shows and conventions; food and beverage management for others; assistance with selection and procurement of food, beverage, transportation, and exhibition suppliers and supplies for meetings, conferences, seminars, trade shows and conventions; assisting with speaker selection and procurement for meetings, conferences, seminars, trade shows and conventions

UNITED STATES	3509501.0978 MRZ10049	14 Sep 2006 78/974,681	29 Mar 2016 4,924,698	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------



COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

EXPERIENT continued.....

3509501.0978 continued.....

Goods: 35 - advertising agency services, namely, media buying services, event marketing and promotion services; advertising marketing and promotion services; and business marketing consulting services  
41 - special event planning and special event planning consultation

UNITED STATES	3509501.0899 MRZ9969	20 Jun 2006 78/923,769	26 May 2015 4,741,210	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - providing a full range of meeting, convention, exhibition, seminar, event, tradeshow, and conference services, namely, marketing and promotion of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, registration services for meeting attendees and exhibitors, identification of suitable meeting and event venues, logistics management in the field of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, food and beverage management in the nature of registering, screening, credentialing, and organizing third-party vendors, suppliers, and contractors, documentation and information on behalf of others for meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, speaker management in the nature of registering, screening, credentialing, and organizing third-party speakers on behalf of others for meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, online registration services for others in the tradeshow and exposition management field for on-line attendee registration and payment and on-line exhibitor booth selection and payment, consulting services in the area of planning meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, providing an event specific on-line database featuring meeting, convention, exhibition, seminar, event, tradeshow, and conference registration data, demographics of meeting attendees, and event specific information of interest to attendees and exhibitors, providing a website featuring business information and consumer information relating to the meeting industry  
39 - transportation reservation services for attendees and exhibitors of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences; coordinating travel arrangements for attendees and exhibitors of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences; making airline and rental car reservations for attendees and exhibitors of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences  
41 - consulting services in the area of planning meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences all for educational purposes; education and training services, namely, providing seminars and training relating to meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences  
42 - providing temporary use of non-downloadable software comprising a graphical user interface for searching on-line databases of tradeshow event-specific information  
43 - housing inventory management, namely, arranging temporary housing accommodations for attendees and exhibitors of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences; making hotel reservations for attendees and exhibitors of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences

## Hand Stand Logo

CANADA	3509501.059002 MRZ9251.2	13 Aug 2002 1149610	19 Mar 2004 TMA605740	REGISTERED
--------	-----------------------------	------------------------	--------------------------	------------

Goods: 000 - (1) promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services; travel agency services, namely, coordination of travel and travel reservations for transportation; making temporary lodging reservations for others. (2) promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services; travel agency services, namely, coordination of travel and travel reservations for transportation

EUROPEAN UNION (EUTM & RCD)	3509501.059001 MRZ9251.1	21 Aug 2002 002820371	25 Mar 2004 002820371	REGISTERED
--------------------------------	-----------------------------	--------------------------	--------------------------	------------

Goods: 35 - promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services  
39 - travel agency services, namely, coordination of travel and travel reservations for transportation  
43 - making temporary lodging reservations for others

UNITED STATES	3509501.0590 MRZ9251	21 Jun 2002 76/424,473	15 Jul 2003 2,736,287	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services  
39 - travel agency services, namely, coordination of travel and travel reservations for transportation

COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

**IDEASYSTEM**

UNITED STATES	3509501.0081 MRZ8653	29 May 1984 73/482,339	26 Feb 1985 1,322,618	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 41 - educational services-namely, sponsoring and conducting motivational programs using principles of team dynamics to promote ideas for cost saving and quality consciousness, which rewards participants

**IMPACT**

UNITED STATES	3509501.0289 MRZ8856	09 Jul 2001 76/282,050	31 Dec 2002 2,668,313	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 16 - printed reports in the fields of travel management, travel expenses, business travel, group travel, and incentive travel  
35 - preparing business reports featuring the information of others in the fields of travel management, travel expenses, business travel, group travel, and incentive travel

**LOYALTYHQ**

UNITED STATES	3509501.0801 MRZ9869	18 Sep 2008 77/573,572	20 Oct 2009 3,700,116	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - business consultation services, namely, consultation in the area of customer motivation, customer frequency, customer loyalty, customer relationship management and behavioral marketing

**LOYALTYNEXT**

UNITED STATES	3509501.0975 MRZ10045	16 Sep 2014 86/396,466	17 Nov 2015 4,856,633	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - business consultation, namely, consultation in the area of customer engagement, experience, motivation, and loyalty, and frequency of customer communication and transaction; design, development, execution and maintenance of customer acquisition, customer retention, and brand advocacy programs which promote the sale of goods and services of others

**MARITZ**

AUSTRALIA	3509501.0515 MRZ9046	07 Dec 2000 859809	29 Oct 2001 859809	REGISTERED
-----------	-------------------------	-----------------------	-----------------------	------------

Goods: 35 - promoting, conducting and administering performance and improvement and incentive award programs, group travel programs and marketing research studies; promoting the sale of the goods and services of others and aiding others to operate effective safety programs by means of incentive awards; promoting, conducting and administering business performance improvement and marketing services programs for customers, end-users, employees, dealers and distributors; promoting, conducting and administering consumer loyalty, frequency, and incentive award programs; promoting the goods and services of others through the access and redemption of awards received in connection with business performance improvement and marketing services programs and consumer loyalty, frequency, and incentive award programs; promoting the sale of goods and services of others; consultancy services, namely, providing advice in the fields of marketing, sales, business advertising and promotional programs; marketing research services; and arranging and managing business meetings for others

CANADA	3509501.0013 MRZ8580	20 Jul 1966 298527	22 Dec 1967 TMA154695	REGISTERED
--------	-------------------------	-----------------------	--------------------------	------------

Goods: 000 - promoting the sale of the goods and services of others and aiding others to operate effective safety programs by means of incentive awards and travel agency services

CHINA	3509501.0731 MRZ9391	08 Dec 2006 5772990	07 Jan 2010 5772990	REGISTERED
-------	-------------------------	------------------------	------------------------	------------

Goods: 39 - travel agency services; travel reservation, transport reservation; booking of seats for travel, sightseeing (tourism), information regarding travel arrangements

CHINA	3509501.0728 MRZ9388	08 Dec 2006 5772989	07 Dec 2009 5772989	REGISTERED
-------	-------------------------	------------------------	------------------------	------------

Goods: 35 - market research services; consulting services regarding business advertising and promotional programs; business management assistance; market analysis; business management and organization consultancy; commercial or industrial management assistance; efficiency experts; advisory services for business management; sales promotion (for others); personnel management consultancy

EUROPEAN UNION (EUTM & RCD)	3509501.0717 MRZ9379	12 Oct 2006 5414404	07 Sep 2007 005414404	REGISTERED
--------------------------------	-------------------------	------------------------	--------------------------	------------

COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

MARITZ continued.....

3509501.0717 continued.....

Goods: 35 - planning and operating sales and marketing incentive and motivation programs, productivity programs, and job performance programs; market research services; consulting services regarding business advertising and promotional programs; and arranging and managing business meetings for others  
39 - travel agency services

HONG KONG	3509501.0319 MRZ8889	09 Jan 1998 9800254	20 Nov 1998 199812098AA	REGISTERED
-----------	-------------------------	------------------------	----------------------------	------------

Goods: 35 - arranging and promoting the use of business performance improvement programs and consumer award programs for others; promoting the goods and services of others  
39 - travel agency services

SWITZERLAND	3509501.0716 MRZ9378	11 Sep 2006 58130/2006	30 Jan 2007 P-554890	REGISTERED
-------------	-------------------------	---------------------------	-------------------------	------------

Goods: 35 - planning and operating sales and marketing incentive and motivation programs, productivity programs, and job performance programs; market research services; consulting services regarding business advertising and promotional programs; and arranging and managing business meetings for others  
39 - travel reservation, transport reservation; booking of seats for travel, travel brokerage, information regarding travel arrangements

UNITED KINGDOM	3509501.0031 MRZ8598	23 Feb 1987 1301753	18 Oct 1991 1301753	REGISTERED
----------------	-------------------------	------------------------	------------------------	------------

Goods: 35 - planning and operation of employee incentive, motivation, and performance schemes; conducting of productivity studies; market research; consultations relating to business advertising and to business promotion; arranging meetings for others

UNITED KINGDOM	3509501.0032 MRZ8599	23 Feb 1987 1301754	11 Oct 1991 1301754	REGISTERED
----------------	-------------------------	------------------------	------------------------	------------

Goods: 39 - travel agency services

UNITED STATES	3509501.0021 MRZ8588	18 Oct 1985 73/563,762	28 Apr 1987 1,438,291	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - planning and operating sales and marketing incentive and motivation programs, productivity programs, and job performance programs; market research services; consulting services regarding business advertising and promotional programs; and arranging and managing business meetings for others  
39 - travel agency services

**MARITZ EX**

UNITED STATES	3509501.1068 MRZ10139	30 Oct 2018 88/175,167	07 Jan 2020 5,957,027	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - business consultation in the fields of employee performance improvement programs and employee recognition programs for third party client company employees; creating, promoting, conducting and administering employee recognition programs which provide rewards in the form of credit to purchase products and services to promote on-the-job performance

**MARITZ GLOBAL EVENTS**

UNITED STATES	3509501.1015 MRZ10086	16 Mar 2016 86/941,941	13 Dec 2016 5,102,030	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

MARITZ GLOBAL EVENTS continued.....

3509501.1015 continued.....

Goods: 35 - planning, operating and managing sales and marketing incentive and motivation programs, productivity programs, and job performance programs, namely, incentive award programs to promote the sale of products and services of others; designing, arranging and conducting business conferences, business meetings, and business events; post-event analysis and customer satisfaction review, namely, market research services and guest experience research services; arranging and conducting business conferences and business meetings; travel management services; business travel management services; develop marketing communications for others, namely, promoting and marketing the goods and services of others through all publication means; participant-based research, namely, market research studies in the field of business travel management, sales and marketing incentive programs, productivity programs, and job performance programs; strategic sourcing, namely, coordinating service suppliers in the field of travel services; providing a full range of meeting, convention, exhibition, seminar, event, tradeshow, and conference services, namely: marketing and promotion of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, registration services for meeting attendees and exhibitors, identification of suitable meeting and event venues, logistics management in the field of meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, food and beverage management in the nature of registering, screening, credentialing, and organizing third-party vendors, suppliers, and contractors, documentation and information on behalf of others for meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, speaker management in the nature of registering, screening, credentialing, and organizing third-party speakers on behalf of others for meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, online registration services for others in the tradeshow and exposition management field for on-line attendee registration and payment and on-line exhibitor booth selection and payment, consulting services in the area of planning meetings, conventions, exhibitions, seminars, events, tradeshows, and conferences, providing an event specific on-line database featuring meeting, convention, exhibition, seminar, event, tradeshow, and conference registration data, demographics of meeting attendees, and event specific information of interest to attendees and exhibitors, providing a website featuring business information and consumer information relating to the meeting industry

**MARITZ LOYALTY MARKETING**

CANADA	3509501.089801 MRZ9968.1	17 Aug 2012 1590589	31 Oct 2013 TMA864033	REGISTERED
--------	-----------------------------	------------------------	--------------------------	------------

Goods: 000 - business consultation, namely, consultation in the area of customer motivation, and frequency of customer communication and transaction; design, development, execution and maintenance of customer acquisition, customer retention, and brand advocacy programs which promote the sale of goods and services of others

**MARITZ RESEARCH**

UNITED STATES	3509501.0927 MRZ9997	08 Jan 2014 86/160,698	01 Jul 2014 4,560,443	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation

**MARITZ STATS**

UNITED STATES	3509501.0093 MRZ8666	27 Mar 1989 73/789,072	30 Oct 1990 1,619,507	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 09 - computer programs for use by market researchers directed toward statistical routines

**MARITZ TRAVEL**

UNITED STATES	3509501.0765 MRZ9835	02 May 2008 77/464,477	07 Jul 2009 3,649,559	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - planning, operating and managing sales and marketing incentive and motivation programs, productivity programs, and job performance programs, namely, incentive award programs to promote the sale of products and services of others; arranging and conducting business conferences, business meetings, and business events; post-event analysis and customer satisfaction review, namely market research services; arranging and conducting business conferences and business meetings; travel management services; business travel management services; develop marketing communications for others, namely promoting and marketing the goods and services of others through all publication means; participant-based research, namely, market research studies in the field of business travel management, sales and marketing incentive programs, productivity programs, and job performance programs; strategic sourcing, namely, coordinating service suppliers in the field of travel services

**MARITZ VIRTUAL CUSTOMERS**

UNITED KINGDOM	3509501.0830 MRZ9900	05 Nov 1999 2213510	21 Apr 2000 2213510	REGISTERED
----------------	-------------------------	------------------------	------------------------	------------

Goods: 35 - conducting of market research, providing field work and preparation of reports and marketing studies; marketing consultancy and business advice relating to sales and marketing

COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
<b>MARITZCX</b>				
AUSTRALIA	3509501.097611 MRZ10046.2-AU	03 Oct 2014 1233063	06 May 2015 1671378	REGISTERED
Goods:	35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty			
CANADA	3509501.097601 MRZ10046.1	02 Oct 2014 1696484	25 Aug 2016 TMA947469	REGISTERED
Goods:	000 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation 001 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty			
EUROPEAN UNION (EUTM & RCD)	3509501.097614 MRZ10046.2-EM	03 Oct 2014 1233063	01 Dec 2015 1233063	REGISTERED
Goods:	35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty			
JAPAN	3509501.097610 MRZ10046.2-JP	03 Oct 2014 1233063	07 Jul 2015 1233063	REGISTERED
Goods:	35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty			
MEXICO	3509501.097612 MRZ10046.2-MX	03 Oct 2014 1574748	13 Nov 2015 1589524	REGISTERED
Goods:	35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation			
MEXICO	3509501.097613 MRZ10046.2-MX2	03 Oct 2014 1574749	13 Nov 2015 1589525	REGISTERED
Goods:	42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty			
NEW ZEALAND	3509501.097616 MRZ10046.2-NZ	10 Jun 2018 1233063	11 Dec 2018 1097608	REGISTERED
Goods:	35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty			
RUSSIA	3509501.097615 MRZ10046.2-RU	03 Oct 2014 1233063	19 Jan 2016 1233063	REGISTERED
Goods:	35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty			

COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

MARITZCX continued....

UNITED STATES	3509501.0976 MRZ10046	01 Oct 2014 86/412,032	13 Oct 2015 4,833,435	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation  
42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty

WIPO	3509501.097602 MRZ10046.2	03 Oct 2014 1233063	03 Oct 2014 1233063	REGISTERED
------	------------------------------	------------------------	------------------------	------------

Goods: 35 - conducting business and market research surveys; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers; marketing research services; market research services; market research consultation  
42 - providing temporary use of on-line, non-downloadable software for monitoring and managing business feedback, analyzing surveys and assimilating market research to help determine customer and employee satisfaction and loyalty

**MEET WITH SUCCESS**

UNITED STATES	3509501.0953 MRZ10023	12 Aug 2002 78/153,388	03 Jun 2003 2,721,582	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 41 - education and training services, namely providing seminars and training relating to meetings, conferences, seminars, events and conventions

**MEETINGHQ**

CANADA	3509501.049102 MRZ9024.2	06 Nov 2000 1081603	24 May 2005 TMA640293	REGISTERED
--------	-----------------------------	------------------------	--------------------------	------------

Goods: 000 - (1) travel management services; travel agency services; travel management and travel agency services rendered in connection with conferences, conventions and gatherings, namely, coordination of travel and travel reservations for transportation and for temporary lodging in connection with conferences, conventions and gatherings; (2) travel agency services, namely coordination of travel and travel reservations for transportation in connection with conferences, conventions and gatherings; travel management services; business travel management services, namely, coordination of reservations for business conferences, conventions, and gatherings; travel agency services, namely, coordination of travel and travel reservations for temporary lodging in connection with conferences, conventions and gatherings

**MOBILECX**

UNITED STATES	3509501.1010 MRZ10081	03 Apr 2015 86/586,993	17 Jan 2017 5,124,983	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 09 - computer software for customer interaction evaluation; computer software that provides customer experience information; computer software for use in customer experience management; all of the foregoing for use in the product and services industries

**MTCENTRAL**

UNITED STATES	3509501.0386 MRZ8952	24 Sep 1999 75/808,143	09 Oct 2001 2,496,985	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 39 - providing information in the field of travel via a global computer network and via a local computer network

**MYREWARDS**

CANADA	3509501.0806 MRZ9877	27 Feb 2009 1429281	30 Apr 2010 TMA765442	REGISTERED
--------	-------------------------	------------------------	--------------------------	------------

Goods: 000 - promoting, conducting, and administering employee and distributor sales incentive award programs for others in the automotive industry

**OPPORTUNITY MAX**

UNITED STATES	3509501.0924 MRZ9994	24 May 2013 85/941,807	12 Nov 2013 4,432,616	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - marketing consultation in the field of digital marketing; providing marketing consulting in the field of social media

COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

### OPPORTUNITY MAX LOGO

UNITED STATES	3509501.0981 MRZ10052	15 May 2015 86/631,543	07 Jun 2016 4,974,726	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - marketing consultation in the field of digital marketing; providing marketing consulting in the field of social media

### OUR CLIENTS MEET WITH SUCCESS

UNITED STATES	3509501.0954 MRZ10024	11 Nov 1999 75/846,326	04 Sep 2001 2,486,084	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - consulting services in the area of business meeting planning

### PEOPLESCIENCE

UNITED STATES	3509501.1036 MRZ10107	23 May 2018 87/932,991	14 May 2019 5,753,604	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 42 - providing scientific research information in the field of customer attributes, namely, of customer engagement, motivation, habits, rewards, experience, loyalty, and frequency; and in the fields of employee and business partner attributes, namely, employee and business partner engagement, motivation, and incentive

### PERFECTING THE EVENT EXPERIENCE

UNITED STATES	3509501.0956 MRZ10027	20 Jul 2005 78/674,329	15 Jan 2008 3,369,206	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - planning, coordination, marketing and registration services for business meetings, conferences and conventions; consulting services in the area of planning business meetings, conferences and conventions; logistical management in the field of coordinating business meetings, conferences, seminars, trade shows, conventions; food and beverage management for others, assistance with selection and procurement of food, beverage, transportation, and exhibition suppliers and supplies for business meetings, conferences, seminars, trade shows and conventions; assisting with speaker selection and procurement for business meetings, conferences, trade shows and seminars and conventions

### PLANWELL MEETWELL

UNITED STATES	3509501.0936 MRZ10006	27 Mar 2014 86/234,200	26 May 2015 4,744,912	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - meeting, convention, exhibition, seminar, event, tradeshow, and conference services, namely, marketing and promotion of meetings, conventions, exhibitions, seminars, events, tradeshow, and conferences, registration services for meeting attendees and exhibitors, identification of suitable meeting and event venues, and logistics management in the field of meetings, conventions, exhibitions, seminars, events, tradeshow, and conferences

### POINTS CONCIERGE

UNITED STATES	3509501.1051 MRZ10122	14 Feb 2018 87/798,073	02 Jul 2019 5,791,532	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - market research and market intelligence services

### PROCX

UNITED STATES	3509501.1063 MRZ10134	16 Jul 2018 88/038,780		PENDING
---------------	--------------------------	---------------------------	--	---------

Goods: 35 - providing an interactive website featuring an integrated suite of online non-downloadable software for customer experience professionals that connects customer experience program insight and action into one technology platform and that is used for data collection, survey management, reporting, analytics, visualization, and publication of customer experience data for the purpose of increasing customer satisfaction, consumer potential, consumer and business loyalty, and brand equity and that helps businesses drive higher efficiency and customer engagement

### PX EXCHANGE

UNITED STATES	3509501.1129 MRZ10147	25 Feb 2019 88/315,252	29 Oct 2019 5,899,113	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - providing business information in the field of incentive program planning, design, and execution via a website; providing business information in the field of incentive program planning, design, and execution via the internet; providing on-line information, news and commentary in the field of incentive program planning, design, and execution; administering discount group purchasing programs, namely, negotiating contracts with providers of travel services to enable participant members of an online community to obtain discounts on the purchase of their goods or services

COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

**REWARD STUDIO**

UNITED STATES	3509501.0904 MRZ9974	05 Jun 2013 85/951,002	14 Jul 2015 4,773,377	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - promoting, conducting and administering management and employee performance award programs to promote increased sales and customer loyalty programs for others by means of issuing and processing loyalty awards for good sales performance and for purchase of a company's goods and services; promoting, conducting and administering management and employee performance award programs to promote increased sales and customer loyalty programs for others by means of issuing and processing loyalty awards used to redeem or purchase personal luxury services and experiential services for good sales performance and for purchase of a company's goods and services; electronic online catalog services featuring consumer merchandise offered in connection with sales, performance and loyalty incentive programs for employees, distributors, partners and customers

**REWARDS IN STORE**

UNITED KINGDOM	3509501.0107 MRZ8680	16 Dec 1987 1330069	10 Apr 1992 1330069	REGISTERED
----------------	-------------------------	------------------------	------------------------	------------

Goods: 35 - business management assistance and advice relating to incentive schemes to improve employee performance

**REWARDSPHERE**

UNITED STATES	3509501.0966 MRZ10036	05 May 2014 86/271,886	05 May 2015 4,733,105	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - business consultation in the field of sales incentive programs, performance improvement programs, employee recognition programs, channel loyalty programs, and consumer loyalty programs for client company's employees, dealers, suppliers, distributors, and customers; creating, promoting, conducting and administering of sales incentive reward programs to promote on the job performance in the field of sales by a client company's employees, dealers, and distributors, and consumer loyalty programs which provide rewards in the form of credit to purchase products and services in order to reward loyalty by customers

**RUN THROUGH THE WAREHOUSE**

UNITED STATES	3509501.0112 MRZ8685	25 Aug 1989 73/821,580	05 Feb 1991 1,634,313	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - planning and operating sales and marketing incentive and motivational programs and job performance programs for others

**SELECTSOURCE**

UNITED STATES	3509501.0963 MRZ10034	16 Jul 2013 86/011,891	25 Feb 2014 4,488,160	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 35 - customer loyalty program providing discounted or preferential access to goods and services in the fields of meetings, trade shows, and events

**SMARTPROBE**

UNITED STATES	3509501.0856 MRZ9926	13 Aug 2012 85/702,440	02 Apr 2013 4,313,040	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - marketing research services, namely, conducting business and market research surveys, interactive online surveys, and interactive mobile surveys; business and business administration services, namely, enterprise feedback management and customer satisfaction management by administration, analysis, and reporting of surveys

**SOCIALCX**

UNITED STATES	3509501.0986 MRZ10057	30 Jul 2015 86/710,318	21 Feb 2017 5,147,457	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 09 - computer software and computer software platforms in the field of customer experience for analyzing data and interacting with customers from websites and computer applications by which users network and create and share content  
35 - providing marketing consulting in the field of websites and computer applications by which users network and create and share content; conducting market research for others in the fields of consumer satisfaction, consumer potential, consumer and business loyalty, and brand equity, and counseling based on such research regarding the acquisition, satisfaction, and retention of customers

**SOCIALVOICE**

UNITED STATES	3509501.1000 MRZ10071	21 Jan 2011 85/223,686	16 Aug 2011 4,012,266	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 42 - providing temporary use of on-line, non-downloadable software for monitoring and managing social media, and analyzing and segmenting the social media so that it can be displayed and responded to



COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

**SPEAKBACK!**

CANADA	3509501.017001 MRZ8739.1	02 Apr 2007 1341890	18 Mar 2008 TMA709802	REGISTERED
--------	-----------------------------	------------------------	--------------------------	------------

Goods: 000 - marketing research services utilizing audio response technology

**SPECTRUM**

UNITED STATES	3509501.1074 MRZ10143	14 Nov 2018 88/193,408		PENDING
---------------	--------------------------	---------------------------	--	---------

Goods: 35 - business consultation services for business meeting and convention organizers in the field of site selection for business meetings, conventions, exhibitions, seminars, events, trade shows, and conferences; providing an internet website portal featuring access to business data for business meeting and convention organizers in the field of site selection for business meetings, conventions, exhibitions, seminars, events, trade shows, and conferences for business services

**SPOTLIGHT**

UNITED STATES	3509501.1001 MRZ10072	13 Jul 2012 85/676,384	26 Mar 2013 4,310,703	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 42 - providing temporary use of on-line proprietary, non-downloadable software for customer creation, design, modification, updating, collection, and maintenance of on-line surveys, questionnaires and other data collection formats, and publishing, exporting, emailing, printing and transferring surveys and survey results

**SWAP**

UNITED STATES	3509501.0961 MRZ10032	10 Dec 2010 85/195,351	10 Jul 2012 4,170,017	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 09 - computer application software for mobile phones and tablet PCs, namely, software for the exchange of business contact information

**TECHCHECK**

UNITED STATES	3509501.0974 MRZ10044	17 Feb 2015 86/536,867	13 Sep 2016 5,043,042	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 42 - website design consultancy; website usability testing services

**THE SCIENCE AND ART OF PEOPLE AND POTENTIAL**

CANADA	3509501.059102 MRZ9252.2	13 Aug 2002 1149607	07 Jun 2004 TMA612217	REGISTERED
--------	-----------------------------	------------------------	--------------------------	------------

Goods: 000 - promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services; travel agency services, namely, coordination of travel and travel reservations for transportation; making temporary lodging reservations for others

EUROPEAN UNION (EUTM & RCD)	3509501.059101 MRZ9252.1	16 Sep 2002 002852945	11 Dec 2003 002852945	REGISTERED
--------------------------------	-----------------------------	--------------------------	--------------------------	------------

Goods: 35 - promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services  
39 - travel agency services, namely, coordination of travel and travel reservations for transportation  
43 - making temporary lodging reservations for others

UNITED STATES	3509501.0591 MRZ9252	21 Jun 2002 76/424,751	26 Aug 2003 2,755,572	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - promoting, conducting, and administering business performance improvement programs and consumer incentive award programs for others; promoting the goods and services of others through the access and redemption of awards received in connection with incentive award programs; business consultation in the fields of business performance improvement programs and incentive award programs; marketing research services; travel management services  
39 - travel agency services, namely, coordination of travel and travel reservations for transportation

COUNTRY	REFERENCE # CLIENT REF #	FILED APPLICATION #	REGISTERED REGISTRATION #	STATUS
---------	-----------------------------	------------------------	------------------------------	--------

**TRAFFICBOOST**

UNITED STATES	3509501.0962 MRZ10033	30 Apr 2012 85/612,551	03 Sep 2013 4,397,164	REGISTERED
---------------	--------------------------	---------------------------	--------------------------	------------

Goods: 42 - providing temporary use of non-downloadable computer software for use by event organizers and exhibitors for communicating with customers and building databases

**VIRTUAL CUSTOMERS**

UNITED STATES	3509501.0137 MRZ8710	09 May 1995 74/671,811	16 Dec 1997 2,122,049	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 35 - mystery shopping services, namely, shopping by researchers who pose as customers to evaluate the quality of service delivered

**VIRTUOSO**

UNITED STATES	3509501.0437 MRZ8970	12 Apr 2004 78/400,428	03 Jan 2006 3,037,613	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 42 - providing temporary use of on-line non-downloadable software for management and reporting of quality-of-service data and evaluations, gathered and reported by researchers who pose as shoppers

**VOTRE CHOIX**

CANADA	3509501.018502 MRZ8754.2	14 Jun 2005 1261201	15 Jul 2008 TMA718523	REGISTERED
--------	-----------------------------	------------------------	--------------------------	------------

Goods: 000 - electronic award access cards received in connection with employee performance incentive award programs  
001 - promoting, conducting and administering management and employee performance award programs for others; coordinating the access and redemption of awards and the use of electronic award access cards received in connection with employee performance incentive award programs

**XLERATE**

UNITED STATES	3509501.1137 MRZ10155			PROPOSED
---------------	--------------------------	--	--	----------

**YOUR CHOICE**

CANADA	3509501.018501 MRZ8754.1	14 Jun 2005 1261202	14 Jul 2008 TMA718474	REGISTERED
--------	-----------------------------	------------------------	--------------------------	------------

Goods: 000 - electronic award access cards received in connection with incentive award programs  
001 - promoting, conducting and administering management and employee performance award programs for others; coordinating the access and redemption of awards and the use of electronic award access cards received in connection with employee performance incentive award programs

**YOUR REWARDS**

UNITED STATES	3509501.0433 MRZ8966	25 Oct 2001 76/330,377	17 Dec 2002 2,662,582	REGISTERED
---------------	-------------------------	---------------------------	--------------------------	------------

Goods: 16 - downloadable electronic online catalog featuring merchandise offered in connection with sales, performance and loyalty incentive programs for employees, distributors, partners and customers  
35 - mail-order and electronic online catalog services featuring merchandise offered in connection with sales, performance and loyalty incentive programs for employees, distributors, partners and customers

END OF REPORT

TOTAL ITEMS SELECTED =

114