

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Atrana Solutions, Inc.		02/06/2007	CORPORATION: TEXAS
<b>RECEIVING PARTY DATA</b>			
Name:	ADS Alliance Data Systems, Inc.		
Doing Business As:	DBA Alliance Data		
Street Address:	17655 Waterview Parkway		
Internal Address:	Legal Department		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75252		
Entity Type:	CORPORATION: TEXAS		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	75467694	PAYWAVE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(972)348-5162		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	972-348-5578		
Email:	jonathan.plotkin@alliancedata.com		
Correspondent Name:	Jonathan D. Plotkin		
Address Line 1:	17655 Waterview Parkway		
Address Line 4:	Dallas, TEXAS 75252		
NAME OF SUBMITTER:	Jonathan D. Plotkin		
Signature:	/JDP/		
Date:	02/06/2007		

OP \$40.00 75467694

Total Attachments: 1  
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