

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Affinion Benefits Group, Inc.		11/18/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Trilegiant Corporation		
Street Address:	100 Connecticut Avenue		
City:	Norwalk		
State/Country:	CONNECTICUT		
Postal Code:	06850		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78905730	AFFINION BENEFITS GROUP	
CORRESPONDENCE DATA			
Fax Number:	(212)468-4888		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-468-4800		
Email:	jkatz@dglaw.com		
Correspondent Name:	Jeffrey C. Katz		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	07849-0001-000		
NAME OF SUBMITTER:	Jeffrey C. Katz		
Signature:	/Jeffrey C. Katz/		
Date:	11/19/2008		

CH \$40.00 78905730

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TRADEMARK  
REEL: 003890 FRAME: 0479



## ASSIGNMENT

**WHEREAS**, Affinion Benefits Group, Inc. a corporation of the State of Delaware (hereinafter "Assignor"), is the owner of the mark listed below which is the subject of a pending application in the United States Patent and Trademark Office:

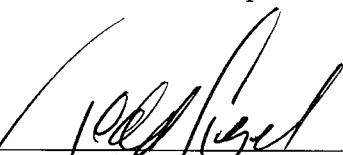
<u>Mark</u>	<u>Application No.</u>	<u>Application Date</u>
AFFINION BENEFITS GROUP	78/905730	June 12, 2006

**WHEREAS**, Trilegiant Corporation, a corporation of the State of Delaware, located at 100 Connecticut Avenue, Norwalk, CT 06850 (hereinafter "Assignee"), is desirous of acquiring said mark and said application thereof.

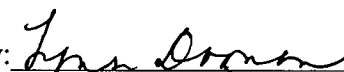
**THEREFORE**, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the application thereof,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

**IN WITNESS WHEREOF**, this Assignment has been executed to be effective as of the 18<sup>th</sup> day of November, 2008.

Affinion Benefits Group, Inc.

By:   
Name: Todd Siegel  
Title: evp

Trilegiant Corporation

By:   
Name: Lynn Donovan  
Title: v.p.