

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
Epsilon FMI, Inc.		03/04/2009	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	LoyaltyOne US, Inc.		
Street Address:	1209 Orange Street		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	76674747	DIRECT ANTIDOTE	
Serial Number:	77455204	DIRECT ANTIDOTE LOYAL CUSTOMERS START HERE	
Serial Number:	77455207	LOYAL CUSTOMERS START HERE	
Serial Number:	77473638	LMG	
CORRESPONDENCE DATA			
Fax Number:	(312)706-8248		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3127018864		
Email:	zbeal@mayerbrown.com, ipdocket@mayerbrown.com		
Correspondent Name:	Jason K. Schmitz		
Address Line 1:	P. O. Box 2828		
Address Line 4:	Chicago, ILLINOIS 606902828		
ATTORNEY DOCKET NUMBER:	07150918 JKS 7931		
NAME OF SUBMITTER:	Jason K. Schmitz		

OP \$115.00 76674747

Signature:

/jks/

Date:

03/05/2009

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Epsilon FMI, Inc., a Ohio corporation, having a principal place of business at 4445 Lake Forest Dr, Suite 200, Cincinnati, OH 45242 ("Assignor"), is the owner of the trademarks shown on the attached Schedule A (hereinafter "the Trademarks"); and

WHEREAS, LoyaltyOne US, Inc., a Delaware corporation, having its principal place of business at 1209 Orange Street, Wilmington, Delaware 19801 ("Assignee"), is desirous of acquiring the Trademarks together with the goodwill symbolized by the Trademarks.

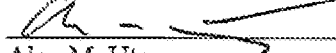
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors and assigns, all right, title and interest in and to the Trademarks, together with the goodwill symbolized by said Trademarks and the right to sue and recover for, and the right to profits or damages, due or accrued, arising out of or in connection with any and all past, present or future infringements or dilution of or damage to such Trademarks or the associated goodwill.

Assignor further agrees that, without further consideration, it will cause to be performed such other lawful acts, and to be executed such further assignments and other lawful documents, as Assignee may, from time to time, reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Trademarks in the United States. Assignee shall be responsible for all fees for recordation of this Assignment and Assignor agrees to cooperate fully with Assignee to accomplish such recordation.

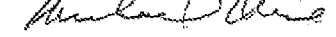
THIS ASSIGNMENT OF TRADEMARKS shall be binding upon and shall inure to the benefit of Assignor and Assignee and their respective successors and assigns.

Signed as of this 4 day of March, 2009.

Epsilon FMI, Inc.

By: 
Name: Alan M. Utay
Title: Vice President and Secretary

LoyaltyOne US, Inc.

By: 
Name: Michael L. Kline
Title: Vice President and General Counsel

SCHEDULE A

SERIAL NUMBER	TRADEMARK
77473638	LMG
77455207	LOYAL CUSTOMERS START HERE
77455204	DIRECT ANTIDOTE LOYAL CUSTOMERS START HERE
76674747	DIRECT ANTIDOTE