

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------------|----------|----------------|----------------------|
| Destination Rewards, Inc. | | 12/19/2013 | CORPORATION: FLORIDA |

RECEIVING PARTY DATA

| | |
|------------------------|---------------------------------|
| Name: | Deluxe Financial Services, Inc. |
| Street Address: | 3680 Victoria Street North |
| City: | Shoreview |
| State/Country: | MINNESOTA |
| Postal Code: | 55126 |
| Entity Type: | CORPORATION: MINNESOTA |

PROPERTY NUMBERS Total: 5

| Property Type | Number | Word Mark |
|-----------------------------|----------|---------------------|
| Serial Number: | 77896567 | MAXMY |
| Registration Number: | 3719548 | REDEEM HERE |
| Registration Number: | 3422504 | BÄST |
| Registration Number: | 3269253 | REWARDS CASH |
| Registration Number: | 3149419 | DESTINATION REWARDS |

CORRESPONDENCE DATA

Fax Number: 6517872749
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Email: heather.labrecque@deluxe.com
 Correspondent Name: Heather B. LaBrecque
 Address Line 1: 500 Main Street
 Address Line 4: Groton, MASSACHUSETTS 01471

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|--------------------------------|----------------------|
| ATTORNEY DOCKET NUMBER: | DATELINE DR TO DFS |
| NAME OF SUBMITTER: | Heather B. LaBrecque |

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| | |
|---|--------------|
| Signature: | /hlabrecque/ |
| Date: | 12/31/2013 |
| Total Attachments: 3 source=Pat Tm Assignments DR to DFS#page4.tif source=Pat Tm Assignments DR to DFS#page5.tif source=Pat Tm Assignments DR to DFS#page6.tif | |

TRADEMARK ASSIGNMENT

December __, 2013

WHEREAS, Destination Rewards, Inc., a Florida corporation having a principal place of business of 1225 Broken Sound Parkway NW, Suite A, Boca Raton, FL 33487 (the "Assignor"), is the owner of certain trademarks listed on Schedule A hereto (collectively, the "Marks"); and

WHEREAS, Deluxe Financial Services, Inc., a Minnesota corporation having a principal place of business of 3680 Victoria Street North, Shoreview MN 55126 (the "Assignee") and the Assignor are parties an Asset Purchase Agreement pursuant to which Assignee will acquire the Marks; and

WHEREAS, Assignee is a successor to the business of Assignor that utilizes the Marks, which business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged:

1. Assignor hereby assigns to Assignee all of its right, title and interest and licenses in and to the Marks listed on Schedule A, including all registrations and applications to register the Marks, together with the goodwill of the businesses connected with the use of and symbolized by the Marks.
2. Assignor represents and warrants to Assignee, its successors and assigns, that, no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by Assignor and that full right to convey the same as herein expressed is possessed by Assignor. Assignee accepts assignment of the Marks.
3. Assignor agrees that it will, upon reasonable request, and without further consideration, do such things and execute such further documents as are reasonably necessary to vest title thereto in Assignee, its successors, assigns and legal representatives or nominees, and to enforce such rights and to register the Marks with any entity as desired by the Assignee.
4. Assignor further agrees that it will, upon request, without further consideration, promptly provide to Assignee all pertinent facts and documents relating to the rights assigned hereunder as may be known and accessible to Assignor and will testify as to the same in any litigation or proceeding relating thereto and will promptly execute and deliver to Assignee, or its legal representatives, any and all papers, instruments and affidavits which may be necessary or desirable to enforce such rights or to carry out the purposes hereof.
5. Assignor agrees, for itself and its legal representatives, to reasonably assist Assignee in the prosecution and maintenance before the United States Patent and Trademark Office and the Federal Courts of any matters directly relating to the Marks, (at the sole cost of Assignee), that Assignee elects to make covering the Marks.
6. This Assignment and all the terms hereof shall inure to the benefit of and be binding upon the parties hereto and their respective successors, assigns and legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed effective as of the date first set forth above.

ASSIGNOR:

DESTINATION REWARDS, INC.

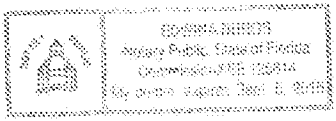
By: John Finn

Its: CHAIRMAN

STATE OF FLORIDA)
COUNTY OF Polk) ss:

On this 10th day of December, 2013, personally appeared John Finn, to me known and known to be the Chairman of Destination Rewards, Inc., and acknowledged that s/he executed the foregoing Assignment on behalf of said corporation pursuant to authority duly received.

Edmund Duro
Notary Public



ASSIGNEE:

DELUXE FINANCIAL SERVICES, INC.

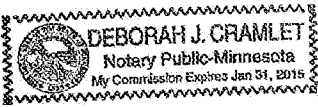
By: [Signature]

Its: President

STATE OF MINNESOTA)
COUNTY OF Ramsey) ss:

On this _____ day of December 2013, personally appeared John D. Fitz, to me known and known to be the President of Deluxe Financial Services, Inc., and acknowledged that s/he executed the foregoing Assignment on behalf of said corporation pursuant to authority duly received.

Deborah J. Chamlet
Notary Public



SCHEDULE A

Trademarks

| Trademark | Serial No. | Filing Date | Regn. No. | Regn. Date | Country |
|---------------------|------------|-------------|-----------|------------|---------------|
| Destination Rewards | 78290261 | 21-Aug-03 | 3149419 | 26-Sep-06 | United States |
| Rewards Cash | 78528065 | 7-Dec-04 | 3269253 | 24-Jul-07 | United States |
| BĀST | 77263692 | 24-Aug-07 | 3422504 | 6-May-08 | United States |
| Redeem Here | 77537111 | 1-Aug-08 | 3719548 | 1-Dec-09 | United States |
| MAXMY | 77896567 | 18-Dec-09 | | | United States |