

Exhibit A

Trademark Registration for CASHBACK BONUS

Int. Cl.: 36

Prior U.S. Cls.: 101 and 102

Reg. No. 1,538,444

United States Patent and Trademark Office

Registered May 9, 1989

**SERVICE MARK
PRINCIPAL REGISTER**

CASHBACK BONUS

SEARS, ROEBUCK AND CO. (NEW YORK
CORPORATION)
SEARS TOWER
CHICAGO, IL 60684

FIRST USE 7-15-1986; IN COMMERCE
7-15-1986.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CASHBACK", APART FROM
THE MARK AS SHOWN.

FOR: OFFERING A PURCHASE REBATE
PROGRAM FOR CREDIT CARD USERS, IN
CLASS 36 (U.S. CLS. 101 AND 102).

SER. NO. 744,513, FILED 8-8-1988.

IRA J. GOODSaid, EXAMINING ATTORNEY



United States Patent and Trademark Office

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Assignments on the Web > Trademark Query**Trademark Assignment Abstract of Title****Total Assignments: 3**Serial #: 73744513

Filing Dt: 08/08/1988

Reg #: 1538444

Reg. Dt: 05/09/1989

Registrant: SEARS, ROEBUCK AND CO.

Mark: CASHBACK BONUS

Assignment: 1Reel/Frame: 0886/0597

Recorded: 07/31/1992

Pages: 5

Conveyance: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

Assignor: SEARS ROEBUCK AND CO.

Exec Dt: 07/20/1992

Entity Type: CORPORATION

Citizenship: NEW YORK

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: SEARS CONSUMER FINANCIAL CORPORATION

2500 LAKE COOK ROAD

RIVERWOODS, IL 60015

Correspondent: [REDACTED]

221 N. LASALLE, SUITE 863

CHICAGO, IL 60601

Assignment: 2Reel/Frame: 0939/0038

Recorded: 02/05/1993

Pages: 4

Conveyance: CHANGE OF NAME

Assignor: SEARS CONSUMER FINANCIAL CORPORATION

Exec Dt: 12/17/1992

Entity Type: CORPORATION

Citizenship: DELAWARE

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: NOVUS CREDIT SERVICES INC.

2500 LAKE COOK ROAD

RIVERWOODS, IL, ILLINOIS 60015

Correspondent: [REDACTED]

221 NORTH LASALLE, SUITE 863

CHICAGO, IL 60015

Assignment: 3Reel/Frame: 3524/0819

Recorded: 04/18/2007

Pages: 7

Conveyance: CHANGE OF NAME

Assignor: NOVUS CREDIT SERVICES INC.

Exec Dt: 03/16/2007

Entity Type: CORPORATION

Citizenship: DELAWARE

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: DISCOVER FINANCIAL SERVICES

2500 LAKE COOK ROAD

RIVERWOODS, ILLINOIS 60015

Correspondent: [REDACTED]

1133 AVENUE OF THE AMERICAS

NEW YORK, NY 10036

Search Results as of: 09/09/2014 11:05 AM

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350. v.2.4

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List At: OR to record: **Record 4 out of 4**

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Typed Drawing

Word Mark	CASHBACK BONUS
Goods and Services	IC 036. US 101 102. G & S: OFFERING A PURCHASE REBATE PROGRAM FOR CREDIT CARD USERS. FIRST USE: 19860715. FIRST USE IN COMMERCE: 19860715
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73744513
Filing Date	August 8, 1988
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	January 24, 1989
Registration Number	1538444
Registration Date	May 9, 1989
Owner	(REGISTRANT) SEARS, ROEBUCK AND CO. CORPORATION NEW YORK SEARS TOWER CHICAGO ILLINOIS 60684
	(LAST LISTED OWNER) DISCOVER FINANCIAL SERVICES CORPORATION DELAWARE 2500 LAKE COOK ROAD RIVERWOODS ILLINOIS 60015
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Sujata Chaudhri
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CASHBACK" APART FROM THE MARK AS SHOWN
Type of Mark Register	SERVICE MARK PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20090330.
Renewal 1ST RENEWAL 20090330
Live/Dead
Indicator LIVE

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Exhibit B

TLD Registration Policies

Mission:

The .cashbackbonus TLD (the “TLD”) will create a trusted, secure, and intuitive namespace for consumers and Internet users seeking to purchase authentic financial services, obtain customer service, reduce fraud, and locate critical information from Discover Financial Services (“Registry Operator”), Registry Operator’s affiliates, and Registry Operator’s licensees. More specifically, Registry Operator’s goals for the TLD are to:

1. Provide a secure location for all Registry Operator branded products;
2. Reduce the potential for fraud related to Registry Operator’s financial services;
3. Ensure no customer confusion regarding location or authenticity of Registry Operator branded products; and
4. Provide the Internet community with an intuitive namespace for interacting with Registry Operator.

.cashbackbonus Registration Policies:

Registry Operator intends for the TLD to be managed and operated exclusively by Registry Operator and its qualified subsidiaries, affiliates, and licensees. As Registry Operator intends to use the TLD for its own branding purposes, Registry Operator will implement the following registration policies:

1. Domain Name Eligibility Requirements
2. Acceptable Use Policy
3. Rights Protection Mechanisms
4. Privacy

1. Domain Name Eligibility Requirements:

The Domain Registration Eligibility policy sets forth guidelines for what domain names may be registered in the TLD, as well as which individuals or entities may register or control the DNS records associated with these domains. Registry Operator proposes that only Registry Operator and its qualified subsidiaries, affiliates, and licensees will be allowed to request domain registrations in the TLD. Registry Operator will implement an internal process that will define how qualified individuals and entities can submit registration requests and the process by which such registrations will be approved and executed upon by Registry Operator. Registry Operator

envisions having a domain management personnel (“Domain Manager”) that will be responsible for the receipt of domain name registration requests from approved business personnel through an internal request process. Once the Domain Manager receives a registration request, a review will be completed to ensure the name complies with Registry Operator naming criteria and registration policies, as well as with the specifications described in the ICANN Registry Agreement. Once the name has undergone the standard review and is deemed in compliance with internal rules and procedures, the name will be approved and submitted through a 2013 ICANN-Accredited Registrar for registration. Upon registration, only Registry Operator and its qualified subsidiaries, affiliates, and licensees will be able to control the DNS records associated with domain names in the TLD.

Registry Operator reserves the right to modify its Domain Name Eligibility Requirements in its sole discretion and without prior notice, as well as the internal procedures established for requesting, approving, and registering names in the TLD. Registry Operator will promptly notify its Domain Managers and registrants of any changes to the Domain Name Eligibility Requirements.

2. Acceptable Use Policy:

This Acceptable Use Policy sets forth the criteria and procedures by which Registry Operator can quickly lock, cancel, suspend, transfer or take ownership of a name in the TLD, either temporarily or permanently. The Acceptable Use policy may be invoked if a domain name in the TLD is being used in a manner that appears to threaten the stability, integrity, or security of the TLD registry or in a fashion that may put the safety and security of a TLD registrant or user at risk. The process also allows the Registry Operator to take preventive measures to avoid criminal or security threats.

The Acceptable Use Policy may be triggered through a variety of channels, including, among others, private complaint, public alert, government or law enforcement agency outreach, or on-going monitoring by the Registry Operator or its partners. In all cases, Registry Operator or its designees will alert the sponsoring registrar(s) about any identified threats.

The following are some (but not all) activities that may trigger rapid domain compliance:

- Phishing: the attempt by a third party to acquire personally identifiable information by masquerading as a Registry Operator website.
- Pharming: the redirection of Internet users to websites other than those the user intends to visit, usually through unauthorized changes to the host file on a victim’s computer or DNS records in DNS servers.
- Dissemination of Malware: the intentional creation and distribution of "malicious" software designed to infiltrate a computer system without the owner’s consent, including, without limitation, computer viruses, worms, key loggers, and Trojans.

- **Fast Flux Hosting:** a technique used to shelter Phishing, Pharming and Malware sites and networks from detection and to frustrate methods employed to defend against such practices, whereby the IP address associated with fraudulent websites are changed rapidly so as to make the true location of the sites difficult to find.
- **Botnetting:** the development and use of a command, agent, motor, service, or software which is implemented: (1) to remotely control the computer or computer system of an Internet user without their knowledge or consent, (2) to generate direct denial of service (DDOS) attacks.
- **Malicious Hacking:** the attempt to gain unauthorized access (or exceed the level of authorized access) to a computer, information system, user account or profile, database, or security system.
- **Child Pornography:** the storage, publication, display and/or dissemination of pornographic materials depicting individuals under the age of majority in the relevant jurisdiction.

Registry Operator reserves the right, in its sole discretion, to take any administrative and operational actions necessary, including, but not limited to, the use of computer forensics and information security technological services in order to implement the Acceptable Use Policy. In addition, Registry Operator reserves the right to deny, cancel, suspend, transfer, or otherwise alter any registration or transaction, or to place any domain name(s) on registry lock, hold or similar status, that it deems necessary, in its discretion (1) to protect the integrity and stability of the registry; (2) to comply with any applicable laws, government rules or requirements, requests of law enforcement, or any dispute resolution process; (3) to avoid any liability, civil or criminal, on the part of Registry Operator as well as its affiliates, subsidiaries, officers, directors, and employees; (4) to enforce the terms of the registration agreement; or (5) to correct mistakes made by Registry Operator or any Registrar in connection with a domain name registration. Registry Operator also reserves the right to place upon registry lock, hold or similar status a domain name during resolution of a dispute or court proceeding or to enforce the TLD Domain Eligibility Requirements.

Registry Operator reserves the right to modify its Acceptable Use Policy in its sole discretion and without prior notice. Registry Operator will promptly notify its Domain Managers and registrants of any changes to the Acceptable Use Policy.

3. Rights Protection Mechanisms:

Registry Operator is committed to following all mandatory ICANN rights protection mechanisms aimed at protecting third party intellectual property rights within the TLD. Registry Operator plans to operate and maintain the TLD as an extension of its current branding activities and to limit the registration and control of DNS records associated with TLD domain names to Registry Operator and its qualified subsidiaries, affiliates, and licensees. As a result, it is highly unlikely that registered names in the TLD infringe the intellectual property rights of third parties.

Nevertheless, Registry Operator plans to implement all Rights Protection Mechanisms (RPMs) that are required by ICANN for a .Brand Top-Level Domain.

4. Privacy:

Registry Operator will ensure that the operation of the TLD will be consistent with Registry Operator's Privacy Policy available on its website at <https://www.discover.com/privacy-statement/index.html>.

Exhibit C

Signed Mark Data File ID Number

Marks: Cashback Bonus

smdID: [REDACTED]

U-labels: cashbackbonus, cashback-bonus

notBefore: 2014-08-20 19:45:05.352000

notAfter: 2015-01-17 21:55:39.841000