

Florida Department of State
Division of Corporations
Electronic Filing Cover Sheet

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((H11000295201 3)))



H110002952013ABCV

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To:

Division of Corporations
Fax Number : (850) 617-6380

From:

Account Name : C T CORPORATION SYSTEM
Account Number : FCA000000023
Phone : (850) 222-1092
Fax Number : (850) 878-5368

Enter the email address for this business entity to be used for future annual report mailings. Enter only one email address please.

Email Address: _____

RECEIVED

11 DEC 16 AM 8:07

SECRETARY OF STATE
TALLAHASSEE, FLORIDA

COR AMND/RESTATE/CORRECT OR O/D RESIGN
CARLSON MARKETING WORLDWIDE, INC.

Certificate of Status	0
Certified Copy	0
Page Count	06
Estimated Charge	\$35.00

FILED
2011 DEC 16 AM 9:47
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

TBROWN 12-19-11

COVER LETTER

TO: Amendment Section
Division of Corporations

SUBJECT: Carlson Marketing Worldwide, Inc.
Name of Corporation

DOCUMENT NUMBER: F10000000877

The enclosed Amendment and fee are submitted for filing.

Please return all correspondence concerning this matter to the following:

Karen Holt
Name of Contact Person

Carlson Marketing
Firm/Company

1405 Xenium Lane N
Address

Plymouth, MN 55441
City/State and Zip Code

pbarrett@carlsonmarketing.com
E-mail address: (to be used for future annual report notification)

For further information concerning this matter, please call:

Name of Contact Person at (_____) _____
Area Code & Daytime Telephone Number

Enclosed is a check for the following amount:

- | | | | |
|---|---|--|---|
| ☐ \$35.00 Filing Fee | ☐ \$43.75 Filing Fee & Certificate of Status | ☐ \$43.75 Filing Fee & Certified Copy (Additional copy is enclosed) | ☐ \$52.50 Filing Fee, Certificate of Status & Certified Copy (Additional copy is enclosed) |
|---|---|--|---|

Mailing Address:
Amendment Section
Division of Corporations
P.O. Box 6327
Tallahassee, FL 32314

Street Address:
Amendment Section
Division of Corporations
Clifton Building
2661 Executive Center Circle
Tallahassee, FL 32301

PROFIT CORPORATION
APPLICATION BY FOREIGN PROFIT CORPORATION TO FILE AMENDMENT TO
APPLICATION FOR AUTHORIZATION TO TRANSACT BUSINESS IN FLORIDA
(Pursuant to s. 607.1504, F.S.)

SECTION I
(1-3 MUST BE COMPLETED)

F10000000877

(Document number of corporation (if known))

FILED
2011 DEC 16 AM 9:47
SECRETARY OF STATE
TALLAHASSEE, FLORIDA

1. Carlson Marketing Worldwide, Inc.
(Name of corporation as it appears on the records of the Department of State)
2. Delaware 3. 02/19/2010
(Incorporated under laws of) (Date authorized to do business in Florida)

SECTION II
(4-7 COMPLETE ONLY THE APPLICABLE CHANGES)

4. If the amendment changes the name of the corporation, when was the change effected under the laws of its jurisdiction of incorporation? 12/14/2011
5. Aimia Proprietary Loyalty U.S. Inc.
(Name of corporation after the amendment, adding suffix "corporation," "company," or "incorporated," or appropriate abbreviation, if not contained in new name of the corporation)
- (If new name is unavailable in Florida, enter alternate corporate name adopted for the purpose of transacting business in Florida)
6. If the amendment changes the period of duration, indicate new period of duration.
- _____
(New duration)
7. If the amendment changes the jurisdiction of incorporation, indicate new jurisdiction.
- _____
(New jurisdiction)
8. Attached is a certificate or document of similar import, evidencing the amendment, authenticated not more than 90 days prior to delivery of the application to the Department of State, by the Secretary of State or other official having custody of corporate records in the jurisdiction under the laws of which it is incorporated.

Jeanne Nelson
(Signature of a director, president or other officer - if in the hands of a receiver or other court appointed fiduciary, by that fiduciary)

Jeanne Nelson
(Typed or printed name of person signing)

Attorney-in-Fact for Wanda Sigurdson,
(Title of person signing) VP

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE SAID "CARLSON MARKETING WORLDWIDE, INC.", FILED A CERTIFICATE OF AMENDMENT, CHANGING ITS NAME TO "AIMIA PROPRIETARY LOYALTY U.S. INC.", THE FOURTEENTH DAY OF DECEMBER, A.D. 2011, AT 11:46 O'CLOCK A.M.

4747947 8320

111290688

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9227422

DATE: 12-14-11

POWER OF ATTORNEY

NOTICE IS HEREBY GIVEN THAT Carlson Marketing Worldwide, Inc. (the "Corporation") a Corporation incorporated under the laws of the state of Delaware and the direct or indirect owner of the subsidiary entities shown on Schedule A attached hereto, does hereby appoint Jeanne Nelson and Michele Miller, employees of CT Corporation and acting solely in the capacity as employees of CT Corporation, as attorney-in-fact for the Corporation to act for the Corporation and in the Corporation's name for the limited purposes authorized herein.

The Corporation and the subsidiary entities listed, having taken all necessary steps to authorize the changes, hereby grants its attorney-in-fact the power to execute the documents necessary to amend the Corporation's and the subsidiary entities' name in any state as directed and authorized by the Corporation. The attorney-in-fact will not make such changes without the prior approval of the Corporation.

In the execution of any documents necessary for the sole, limited purpose, set forth herein, Jeanne Nelson and Michele Miller shall exercise the power of Vice President, Secretary and/or Manager.

This Power of Attorney expires when revoked by the undersigned

IN WITNESS WHEREOF the undersigned has executed this Power of Attorney on this 15th day of December, 2011.

Carlson Marketing Worldwide, Inc.
A Delaware Corporation

By: W. Sigurdson
Name: Wanda Sigurdson
Title: Vice President

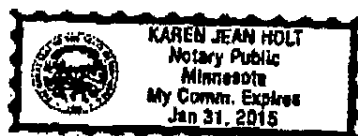
State of MN
County of Hennepin

On 12/15/2011, before me, the undersigned, a Notary Public in and for said State, personally appeared Wanda Sigurdson, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me he/she/they executed the same in his/her/their authorized capacity (ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed this instrument.

Witness my hand and official seal.

Karen Jean Holt

, Notary Public



SCHEDULE A

Carlson Marketing Worldwide, Inc.
LMG Insight & Communications U.S. Inc.