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### Applications for Trademark Registration

AADVANTAGE LOYALTY IP LTD. of c/o MAPLES CORPORATE SERVICES, UGLAND HOUSE, PO Box 309, GRAND CAYMAN, KY1-1104 CAYMAN ISLANDS has applied through their agent ALICK LAWRENCE, NANCY WHITICKER HOUSE 7 OLD STREET, ROSEAU, COMMONWEALTH OF DOMINICA to the Companies and Intellectual Property Office for the registration of one Trade Mark consisting of the following word based on an application received on 19<sup>th</sup> July, 2023.

#### AADVANTAGE HOTELS

Class 35: Advertising; Administration of loyalty rewards programs; Sales promotion through customer loyalty programs; Loyalty, incentive and bonus program services; Administration of loyalty and incentive schemes; Organization and management of customer loyalty programs; Organization, operation and supervision of loyalty and incentive schemes; Promoting the goods and services of others; Promotion services; Loyalty scheme services; Advertising, marketing and promotional services; advertising, marketing and promotional consultancy, advisory and assistance services; Management, operation, organization and supervision of customer, incentive, loyalty, discount and promotional schemes; incentive, loyalty, discount and promotional card services; club membership subscription services; Administration of incentive award programs to promote the sale of the goods and services of others; Customer club services, for commercial, promotional and/or advertising purposes; loyalty, incentive, discount, promotional and bonus program services; provision of an on-line marketplace for buyers and

sellers of goods and services; Providing loyalty, discount, promotional and incentive award programs for customers through issuance and processing of loyalty points for on-line purchase of a company's goods and services; promoting goods and services by means of loyalty program, discount program, promotional program and an incentive awards program whereby points are earned or awarded for purchases made by members which can then be redeemed for merchandise, services and travel; promoting goods and services by means of a referral link website and incentive awards program, whereby the referral link website features promotional referral links to third party web sites, and whereby loyalty points are awarded for redeeming promotions from the third parties; providing, managing, operating, administering and organizing a loyalty, discount, promotional and incentive awards program, whereby points are earned for purchases made via credit cards which can be redeemed for merchandise, services and travel; managing and tracking the transfer and redemption of points that are earned or awarded for purchases made by members; customer incentive loyalty, discount, and award programs featuring information on and access to special events offered to members; promotion of special events.

Class 43: Hotel reservations; Temporary accommodation reservations; Accommodation reservations; Temporary accommodation information, advice and reservation services.

*No claim is made to the exclusive right to use the word "HOTELS" apart from the mark as shown.*