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# Rewards Programs and Co-Brand Relationships Between Credit Card Issuers and Merchants

## The Consumer Finance Podcast

### SPEAKERS

[Glen P. Trudel](#) | [Chris Willis](#)

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Please join Troutman Pepper Partner Chris Willis and his guest and fellow Partner Glen Trudel as they discuss credit card rewards and loyalty programs and the co-brand relationship. Topics include:

- The importance of the co-brand credit card pairing;
- Issues, concerns, or risks that both the merchant and the card issuer encounter in co-brand rewards programs; and
- Current trends in the marketplace for credit card rewards programs.

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Glen Trudel is a consumer financial services, banking, and business attorney who counsels financial institutions, marketplace lenders, fintech entities, and other companies on both regulatory and transactional matters. He has significant experience documenting and creating marketplace lender platforms and structures, as well as with the acquisition and divestiture of consumer and business credit card and other loan portfolios. Glen has extensive experience representing card issuers and partners in the negotiation, structuring, creation, and administration of joint marketing, co-brand, affinity, miles/reward program, and enhancement agreements, as well as account portfolio acquisitions and divestitures.

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