

MRD 6.26.98

FORM PTO-1594 (Rev. 6-93)

RE

07-10-1998

SHEET

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

OMB No. 0651-0011 (exp. 4/94)



Tab settings

100759422

To the Honorable Commissioner of Patents and Trademarks, please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Consumer Affinity Company

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: BBI Marketing Services, Inc.

Internal Address:

Street Address: 50 E. RiverCenter Blvd.,

City: Covington State: KY ZIP: 41011

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State Delaware, Other

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: June 22, 1998

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,861,527

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: John D. Poffenberger, Esq.

Internal Address: Wood, Herron & Evans

Street Address: 2700 Carew Tower

City: Cincinnati State: OH ZIP: 45202

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed, Authorized to be charged to deposit account (if any deficiencies occur)

8. Deposit account number:

23-3000

(Attach duplicate copy of this page if paying by deposit account)

07/09/1998 BUYER 000034/ 1861527

DO NOT USE THIS SPACE

01 FC:1481

40.00 DP

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

John D. Poffenberger

Name of Person Signing

Signature

Signature

June 22, 1998

Date

Total number of pages including cover sheet, attachments, and document:

2

