(Rev. 6-93)	1998 SHEET U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office
OMB No. 0651-0011 (exp. 4/94)	III
Tab settings ⇒ ⇒ ⇒ ▼	3422 attached original documents or copy thereof.
To the Honorable Commissioner of Pa. 1007.03	
Name of conveying party(ies):	Name and address of receiving party(ies)
Consumer Affinity Company	Name: BBI Marketing Services, Inc. Internal Address:
☐ Individual(s) ☐ Association	50 E. RiverCenter Blvd.,
☐ General Partnership ☐ Limited Partnership ☐ Corporation-State	City: Covington State: KY ZIP: 41011
☐ OtherAdditional name(s) of conveying party(ies) attached? ☐ Yes 웹 No	☐ Individual(s) citizenship
3. Nature of conveyance:	☐ General Partnership
☑ Assignment ☐ Merger	■ Corporation-State Delaware
☐ Security Agreement ☐ Change of Name	Other
Country Countr	If assignee is not domicised 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
	1.861.527
Additional numbers a	1,861,527 attached? □ Yes ☑ No
Additional numbers a 5. Name and address of party to whom correspondence concerning document should be mailed:	attached? Di Yes OX No
5. Name and address of party to whom correspondence	attached? D Yes & No 6. Total number of applications and registrations involved:
5. Name and address of party to whom correspondence concerning document should be mailed: Name: John D. Poffenberger, Esq.	attached? Di Yes OX No
Name and address of party to whom correspondence concerning document should be mailed:	attached? D Yes & No 6. Total number of applications and registrations involved:
5. Name and address of party to whom correspondence concerning document should be mailed: Name: John D. Poffenberger, Esq.	6. Total number of applications and registrations involved: 7. Total fee (37 CFR 3.41)\$ 40.00 Enclosed Authorized to be charged to deposit account
5. Name and address of party to whom correspondence concerning document should be mailed: Name: John D. Poffenberger, Esq.	7. Total fee (37 CFR 3.41)\$40.00 Enclosed Authorized to be charged to deposit account (if any deficiencies occur)
5. Name and address of party to whom correspondence concerning document should be mailed: Name: John D. Poffenberger, Esq. Internal Address: Wood, Herron & Evans	6. Total number of applications and registrations involved: 7. Total fee (37 CFR 3.41)\$ 40.00 Enclosed Authorized to be charged to deposit account
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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	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)
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ASSIGNMENT OF TRADEMARK AND REGISTRATION THEREFOR

WHEREAS, Consumer Affinity Company, having a place of business at 55 Green Farm Road, Westport, Connecticut 06800, has adopted, used in its business, and not abandoned, the registered trademark "Consumer Affinity", which is registered in the U.S. Trademark Office as Registration No. 1,861,527.

WHEREAS, BBI Marketing Services, Inc., a corporation of Delaware, having a place of business at 50 E. RiverCenter Boulevard, Suite 1000, Covington, Kentucky 41011, is desirous of acquiring the entire right, title and interest in and to said trademark and trademark registration, together with the good will of the business in connection with which said trademark is used.

NOW, THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration to it in hand paid, the receipt of which is hereby acknowledged, said Consumer Affinity Company, by these presents does sell, assign and transfer unto the said BBI Marketing Services, Inc., the entire right, title and interest in and to the aforesaid trademark and trademark registration, together with the good will of the business symbolized by the mark and registration therefor, and together with all claims, demands, rights, chooses in action and rights of recovery for past infringement thereof, the same to be held and enjoyed by the said BBI Marketing Services, Inc. for its own use and behoof and for that of its successors and assigns as fully and entirely as the same would have been held and enjoyed by the said Consumer Affinity Company had this sale, assignment and transfer not been made.

CONSUMER AFFINITY COMPANY

By Sunchar K. Euban li Sandra K. Eubank, President

STATE of Kentucky)

COUNTY of Kentor

Ss:

On this day of the day of the foregoing instrument to be the person aforesaid who duly acknowledged the signing of the foregoing instrument to be her voluntary act and deed and who executed the same for the uses and purposes therein specified.

Notary Public

My Commission Expires May 2, 2000

(SEAL)

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RECORDED: 06/26/1998

TRADEMARK REEL: 1750 FRAME: 0233