

REC TI 08-21-1998 100797566

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

1. Name of conveying party(ies):
 TransAmerica Mailings, Inc.
 8-6-98

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

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

2. Name and address of receiving party(ies):
 Name: Avvy, Inc.
 Internal Address: _____
3681 South Green Road
 Street Address: Suite 302
 City: Beachwood State: Ohio ZIP: 44122

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Ohio
 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: August 3, 1998

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
75/391,885
75/449,010

B. Trademark registration No.(s)
1,904,877

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Joseph J. Corso
 Internal Address: _____

Pearne, Gordon, McCoy &
 Street Address: Granger LLP
1200 Leader Building
 City: Cleveland State: Ohio ZIP: 44114

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41) \$ 90.00
 Enclosed
 Authorized to be charged to deposit account for any uncovered fees

8. Deposit account number:
16-0820, Order No. H6442
 (Attach duplicate copy of this page if paying by deposit account)

08/20/1998 BHUYEN 00000099 1904877
01 FC:481 40.00 OP
02 FC:482 50.00 OP

DO NOT USE THIS SPACE

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.

Joseph J. Corso
 Name of Person Signing

Joseph J. Corso
 Signature

August 4, 1998
 Date

TRADEMARK REEL: 1771 FRAME: 0344
 Total number of pages comprising cover sheet: 2

ASSIGNMENT

BE IT KNOWN that, for good and valuable consideration, TransAmerica Mailings, Inc., an Ohio Corporation having an address at 6864 Engle Road, Cleveland, Ohio 44130 (hereinafter called "Assignor") has assigned to Avvy, Inc., an Ohio Corporation having an address at 3681 South Green Road, Suite 302, Beachwood, Ohio 44122 (hereinafter called "Assignee") the entire right, title and interest of Assignor in and to the below-listed U.S. trademark and service mark registrations and applications for registration, and in and to the marks to which said registrations and applications for registration pertain, together with the goodwill of the business associated with each said mark:

<u>Mark</u>	<u>Registration No.</u>	<u>Application Serial No.</u>
BEFORE AND AFTER	1,904,877	
REMEMBER ME		75/391,885
MALIBU GOURMET 98%		75/449,010
FAT FREE MOUSSE		

The Commissioner of Patents and Trademarks is requested to issue certificates of registration granted on pending applications to said Assignee.

TRANSAMERICA MAILINGS, INC.

By Avrum S. Katz
Avrum S. Katz
Chief Executive Officer

Date: August 3, 1998

STATE OF OHIO)
) SS:
COUNTY OF CUYAHOGA)

On this 3rd day of August, 1998, before me appeared Avrum S. Katz, known to me, who subscribed to the foregoing "Assignment" as a free act and deed on behalf of the above-identified corporation.

(notarial seal)

Jeffrey E. Soclof
Notary Public

My Commission Expires: **JEFFREY E. SOCLOF**
NOTARY PUBLIC, STATE OF OHIO
Recorded in Cuyahoga County
My Comm. Expires March 15, 2003