

12-22-1999



VER SHEET

Docket No.:

ONLY

124400/300

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101230424

To the Honorable Commissioner of Patents and Trademarks

record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Targeted Marketing Systems, Inc.

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State Delaware
☐ Other

Additional names(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: September 14, 1999

2. Name and address of receiving party(ies):

Name: Harold Brierley

Internal Address:

Street Address: 4324 St. John's Drive

City: Dallas State: TX ZIP: 75205

☒ Individual(s) citizenship U.S.A.

☐ Association

☐ General Partnership

☐ Limited Partnership

☐ Corporation-State

☐ 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

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

75/428,626
74/715,629

B. Trademark Registration No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: Gary H. Fechter

Internal Address:

Hall Dickler Kent Friedman & Wood, LLP

Street Address: 909 Third Avenue
27th Floor

City: New York State: NY ZIP: 10022

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41): \$ 60.00

☒ Enclosed

☐ Authorized to be charged to deposit account

8. Deposit account number:

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.

Gary H. Fechter

Name of Person Signing

Signature

Date

December 3, 1999

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

TRADEMARK

REEL: 002002 FRAME: 0462

DEED OF ASSIGNMENT OF SERVICE MARKS

WHEREAS, TARGETED MARKETING SYSTEMS, INC., a Delaware Corporation, located and doing business at 1201 Main Street, Suite 2500, Dallas, Texas 75202 ("Assignor"), has intended to use the marks set forth in the attached Schedules A and B (the "Marks") in commerce and has filed applications to register the Marks indicating that intention but has not yet filed an Amendment to Allege Use or a Statement of Use for the Marks under §§1(c) or 1(d) of the Trademark Act, and

WHEREAS, Assignor is assigning the Marks as part of the entire business or portion thereof to which the Marks pertain as required by 15 U.S.C. §1060; and

WHEREAS, HAROLD BRIERLEY, a citizen of the State of Texas with a mailing address of 4324 St. John's Drive, Dallas, Texas 75205, ("Assignee"), the successor of the ongoing and existing business or portion thereof of Assignor, to which the Marks pertain, is desirous of acquiring said Marks and the pending intent-to-use applications therefor;

NOW, THEREFORE, for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign, sell, transfer, set over and convey to Assignee, all right, title and interest in and to the Marks together with the goodwill of the business appertaining to the Marks, including the right to sue and recover for any and all past infringements;

Assignor represents and warrants that Assignor is the sole owner of the Marks and that to the best of its knowledge no other person or entity has any interest in such Marks.


This Agreement supersedes all prior understandings, agreements and documentation relating to this matter.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date below written.

Dated: Dallas, Texas
September 14, 1999

TARGETED MARKETING SYSTEMS, INC.

By

A handwritten signature in black ink, appearing to read 'Charles Cheatham', is written over a horizontal line.

Name: Charles Cheatham
Title: Treasurer

SCHEDULE A
UNITED STATES APPLICATIONS

	<u>Mark</u>	<u>Serial Number</u>	<u>Status</u>
1.	WE VALUE YOUR TIME	75/428,626	Pending
2.	LIVING PURSUITS	74/715,629	Pending