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10-12-2000

U.S. Patent & TMO/TM Mail Rpt Dt #26

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To the Honorable Commissioner of Patents and Trad.

1. Name of conveying party(ies) (assignor(s)):

10-12-00

Arrington Travel Center, Incorporated

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

Additional name(s) of conveying party(ies) attached?  yes  no

3. Nature of Conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: August 19, 2000

2. Name and Address of Party(ies) receiving an interest (assignee(s)):

Name: Maritz Inc.  
Address: 1375 North Highway Drive

City: Fenton  
State: Missouri Zip: 63099

Country: \_\_\_\_\_

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Missouri
- 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 number(s): 1

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,771,150

Additional numbers attached?  Yes  No

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

Paul I. J. Fleischut  
Senniger, Powers, Leavitt & Roedel  
One Metropolitan Square  
16th Floor  
St. Louis, Missouri 63102  
(314) 231-5400 (telephone)

6. Total number of applications and registrations involved:  
Application(s) \_\_\_\_\_ + Registration(s): 1 = Total 1

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit Account Number: 19-1345

(Duplicate copy of this sheet attached)  
 Charge any underpayment or credit any overpayment to above Deposit Account

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.

Paul I. J. Fleischut  
Name of Person Signing

*Paul Fleischut*  
Signature

October 9, 2000  
Date

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

2

**ASSIGNMENT**

1. **WHEREAS**, Arrington Travel Center, Incorporated of Chicago, Illinois (hereinafter referred to as Assignor), has adopted and used in its business the trademark IMPACCT (hereinafter, the TRADEMARK); and

2. **WHEREAS**, assignor has a certain registration in the United States Patent and Trademark Office relating to said TRADEMARK; and

3. **WHEREAS**, Maritz Inc., of St. Louis, Missouri (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title and interest of assignor in said TRADEMARK and said registration and the good will of the business in connection with said TRADEMARK is used.

4. **NOW THEREFORE**, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration by assignee to assignor in hand paid, receipt of all of which is hereby acknowledged, assignor has agreed to and does hereby sell, assign, and transfer unto assignee, its successors and assigns, all of assignor's right, title and interest throughout the world in and to said TRADEMARK and said registration together with the good will of the business in connection with which said TRADEMARK is used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said TRADEMARK; including specifically, without limiting the generality of the foregoing, the United States registration listed below.

5. **TO BE HELD AND ENJOYED BY** assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by assignor had this sale and assignment not been made.

6. **THE UNITED STATES TRADEMARK REGISTRATION IS AS FOLLOWS:**

REG. NO.	REG. DATE	MARK
1,771,150	May 18, 1993	IMPACCT

IN WITNESS WHEREOF, assignor has caused these presents to be executed by its officer thereunto duly authorized this 19<sup>th</sup> day of August, 2000.

ARRINGTON TRAVEL CENTER,  
INCORPORATED

*[Handwritten Signature]*  
 By: Eugene H. Quis, Jr.  
 Title: Vice President