

MRP 11/14/00

12-01-2000

FORM PTO-1594 (Rev. 6-93)

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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



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

1. Name of conveying party(ies):
ROBERT BILLET PROMOTIONS, INC.

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

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

2. Name and address of receiving party(ies)
Name: HEFFERNAN INTERACTIVE, INC.

Internal Address:
3500 Parkway Lane, Suite 295
Street Address:
City: Norcross State: GA ZIP: 30092

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Georgia
- 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: 9/19/00

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,619,945
2,107,849

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Michael J. Berkowitz, Esq.

Name:
Caesar, Rivise, Bernstein, Cohen &
Internal Address: Pokotilow, Ltd.

Street Address: 12th Flr., 7 Penn Center
1635 Market St.

City: Phila. State: PA ZIP: 19103

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 03-0075

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

11/30/2000 DNGUYEN 00000203 030075 1619945
FC:481 40.00 CH
FC:482 25.00 CH

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.

Michael J. Berkowitz
Name of Person Signing

Signature

11/7/00
Date

Total number of pages including cover sheet, attachments, and document: 5

ASSIGNMENT OF TRADEMARKS

This assignment is made as of the 15th day of September, 2000 by ROBERT BILLET PROMOTIONS, INC., a Pennsylvania corporation having a place of business at 1196 Easton Road, Horsham, Pennsylvania 19044 (hereinafter referred to as "Assignor") to HEFFERNAN INTERACTIVE, INC., a Georgia corporation having a place of business at 3500 Parkway Lane, Suite 295, Norcross Georgia 30092 (hereinafter referred to as "Assignee").

WHEREAS, Assignor has adopted, used and is using and is the owner of the United States and foreign trademarks and Certificates of Registration (hereinafter "Trademarks") described in Exhibit "A", attached hereto, and the goodwill of the business associated with and symbolized by the Trademarks; and


WHEREAS, Assignor has agreed to convey the Trademarks and all associated goodwill in the Trademarks to Assignee for good and valuable consideration;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee all right, title and interest in and to the Trademarks identified in Exhibit A, and, the goodwill of the business associated with and symbolized by the Trademarks, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect hereto, and in and to all causes of action in law or in equity for past, present or future infringement of the Trademarks, and to all rights corresponding to the foregoing throughout the world.

The terms, covenants and provisions of this agreement shall inure to the benefit of Assignee, its successors, assigns and other legal representatives, and shall be binding on Assignor, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, Assignor has executed this Assignment this 19th day of Sept, 2000, with effect from September 15, 2000.

ROBERT BILLET PROMOTIONS, INC.

By: 
Robert L. Billet,
President

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF *Pennsylvania*
: ss.
COUNTY OF *MONTGOMERY*:

Before me, the undersigned, a Notary Public in and for the county aforesaid, on this 19 day of SEPT., 2000, personally appeared Robert L. Billet, to me known personally, and who, being by me duly sworn, deposes and says that he is the President of ROBERT BILLET PROMOTIONS, INC., a Pennsylvania corporation, and that the seal affixed to the foregoing instrument is the corporate seal of said corporation, and that said instrument was signed and sealed on behalf of said corporation by authority of the Board of Directors, and that he acknowledged said instrument to be the free act and deed of said corporation.

Donna M Foster

Notary Public
My Commission Expires: *Oct. 17, 2000*

(SEAL)

Notarial Seal
Donna M. Foster, Notary Public
Horsham Twp., Montgomery County
My Commission Expires Oct. 17, 2000
Member, Pennsylvania Association of Notaries

EXHIBIT A

United States Trademarks:

DRINK TANK Registration No. 1,619,945 Dated Oct. 30, 1990

THE COLD CASE Registration No. 2,107,849 Dated Oct. 21, 1997

Canadian Trademark:

DRINK TANK Registration No. 436073 Dated Nov. 25, 1994