1. Name of Conveying Party(ies): Mars Advertising Company, Inc. Individual(s)	(Rev. 6/	TO-1594 /93) o. 0651-0011	05-11-2	:001 -	U. S. Dept. Patent and Trad	of Commerce demark Office	
1. Name of Conveying Party(ies): Mars Advertising Company, Inc. Individual(s) General Partnership Corporation-State Other Additional name(s) of conveying party(ies) attached?YesX no 3. Nature of conveyance: Security Agt Change of Name Other Nother that the properties and decument from assignment) Additional name(s) & address(s) attached:	To the Honorable Commissioner of Pat. 101713832 ched original documents or copy thereof.						
General Partnership	Name of Conveying Party(ies):			Name and address of receiving party(ies)			
Additional name(s) of conveying partyles) attached? Yes X No Nature of conveyance: Security Agt. Change of Name Other Security Agt. Change of Name Other Other Security Agt. Change of Name Other Security Agt. Other Security Additional name of Name Application No.(s) Security Additional name of Name Application No.(s) Security Additional name of Name and address of party to whom correspondence concerning document should be mailed: Name: Andrew R. Basile Security State: MI Zip: 48084 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. Andrew R. Basile Name of Person Signing Signative Signature Security April 26, 2001	General Partnership Limited Partnership X Corporation-State						
X Assignment Merger Change of Name Other O	Additiona	al name(s) of conveying party(ies) attached?	Yes <u>X</u> No	City: <u>Troy</u> State: <u>MI</u> Zi	p: <u>48084-3300</u>		
Execution Date: April 23, 2001 (Designations must be a separate document from assignment) Additional name(s) & address(es) attached:	3.	X Assignment _ Merger _ Security Agt Change of Name		Association General Partnership Limited Partnership X Corporation-State			
A. Trademark Application No.(s) 76/118,707 Additional numbers attached: Yes X No 5. Name and address of party to whom correspondence concerning document should be mailed: Name: Andrew R. Basile YOUNG & BASILE, PC Internal Address: Suite 624 Street Address: 3001 West Big Beaver Road City: Troy State: MI Zip: 48084 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. Andrew R. Basile Name of Person Signing B. Trademark Registration No(s). Fee X No 6. Total no. of applications and registrations involved 1 Total fee (37 CFR 3.41) \$40.00 X Enclosed Authorized to be charged to deposit account number: 25-0115 (Attach duplicate copy of this page if paying by deposit account) DO NOT USE THIS SPACE	Execution Date: April 23, 2001			representative designation is attached:YesNo (Designations must be a separate document from assignment)			
Additional numbers attached:YesXNo 5. Name and address of party to whom correspondence concerning document should be mailed: Name: Andrew R. Basile	4.	Application number(s) or patent nu	ımber(s)				
5. Name and address of party to whom correspondence concerning document should be mailed: Name: Andrew R. Basile YOUNG & BASILE, PC Internal Address: Suite 624 Street Address: 3001 West Big Beaver Road City: Troy State: MI Zip: 48084 Do Not use this page if paying by deposit account of the original document. Andrew R. Basile 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. Andrew R. Basile Name of Person Signing April 26, 2001 Name of Person Signing Statement and signature. To the set of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. April 26, 2001 Date							
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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. Andrew R. Basile Name of Person Signing Signature Date	City:_T	roy State: MI Zip: 4808		of this page if paying by de	posit account)		
Andrew R. Basile Name of Person Signing Andrew R. Basile Signature April 26, 2001 Date	DO NOT USE THIS SPACE						
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TRADEMARK ASSIGNMENT

WHEREAS Mars Advertising Company, Inc., a corporation of the State of Michigan, having a principal place of business at 23999 Northwestern Highway, Southfield, MI 48075-2528, hereafter referred to as "Assignor",

WHEREAS, American Publishing, LLC, a Michigan Limited Liability Company, having a principal place of business at 2301 W. Big Beaver Rd., Ste. 525, Troy, MI 48084-3300, hereafter referred to as "Assignee", is desirous of acquiring said mark;

WHEREAS Mars Advertising Company, Inc. has intended to use the mark "EVERYDAY LIFE" in commerce and has caused to be filed on August 29, 2000, an application now assigned Serial No. 76/118,707 indicating that intention, but has not yet filed an Allegation of Use Under §1(c) or §1(d) of the Trademark Act. Mars Advertising Company, Inc. is assigning the mark in the above-identified application as part of the entire business or portion thereof to which the mark pertains as required by §15 USC 1060.

NOW THEREFORE, for One (\$1.00) Dollar and other good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee worldwide rights, title and interest in and to said mark and said application, together with the goodwill of the business symbolized by the mark.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to said Assignee.

By:

Its:

RECORDED: 05/02/2001

TRADEMARK

REEL: 002293 FRAME: 0080