

05-11-2001



To the Honorable Commissioner of Patents 101713832

ached original documents or copy thereof.

1. Name of Conveying Party(ies):  
Mars Advertising Company, Inc.  
  
 Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State  
 Other \_\_\_\_\_  
Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: American Publishing, LLC  
Internal Address: Suite 525  
Street Address: 2301 W. Big Beaver Rd.  
City: Troy State: MI Zip: 48084-3300

3. Nature of conveyance: 5-9-01  
  
 Assignment                       Merger  
 Security Agt.                       Change of Name  
 Other \_\_\_\_\_  
Execution Date: April 23, 2001

Individual(s) citizenship \_\_\_\_\_  
 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 patent number(s)  
A. Trademark Application No.(s) 76/118,707                      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: Andrew R. Basile  
YOUNG & BASILE, PC  
Internal Address: Suite 624  
Street Address: 3001 West Big Beaver Road  
City: Troy State: MI Zip: 48084

6. Total no. of applications and registrations involved 1  
7. Total fee (37 CFR 3.41) ..... \$40.00  
 Enclosed  
 Authorized to be charged to deposit account  
8. Deposit account number: 40E  
25-0115  
(Attach duplicate copy of this page if paying by 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.*  
Andrew R. Basile                      April 26, 2001  
Name of Person Signing                      Signature                      Date  
Total number of pages including cover sheet, attachments and document: 4

**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.

MARS ADVERTISING COMPANY, INC.

By: 

Its: 

Date: 4/23/01