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U.S. Department of Commerce
Patent and Trademark Office

05-04-2001

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U.S. Patent & TMO/TM Mail Rpt Dt #72

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TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS: PLEASE RECORD THE ATTACHED ORIGINAL DOCUMENTS OR COPY THEREOF

1. Name of conveying party(ies):

Lucrum, Inc.

5-4-01

- Individual(s)
- General Partnership
- Corporation-Ohio
- 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: 03/20/01

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

Name: dba Direct, Inc.

Internal Address: _____

Street Address: 7310 Turfway Road

City: Florence State: KY Zip: 41042

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Delaware
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: yes no
(Designation 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):

75/679746

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: Karen Kreider Gaunt

Internal Address: Keating, Muething & Klekamp, P.L.L.

Street Address: 1400 Provident Tower, One E. 4th Street

City: Cincinnati State: Ohio Zip: 45202

6. Total number 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: _____
(Attached duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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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.

Karen Kreider Gaunt
Name of Person Signing

Karen Kreider Gaunt May 1, 2001
Signature Date

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET: 1

TRADEMARK ASSIGNMENT

WHEREAS, Lucrum, Inc., an Ohio corporation, having an address at 312 Plum Street, Cincinnati, Ohio, 45202 has adopted, used and is using the following trademark:

<u>Mark</u>	<u>Serial. No.</u>	<u>Filing Date</u>
DBADIRECT	75/679,746	April 9, 1999

WHEREAS, dba Direct, Inc., a Delaware corporation, having an address at 7310 Turfway Road, Florence, Kentucky, 41042 is desirous of acquiring said trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Lucrum, Inc., does hereby assign to dba Direct, Inc., all right, title, and interest in and to the trademark and the goodwill of the business symbolized thereby, along with substantially all of the assets associated with the mark.

LUCRUM, INC.
an Ohio corporation

Dated: 3-20-01

By: *John T. Bostick, President*
John T. Bostick, President

STATE OF OHIO :
) SS:
COUNTY OF HAMILTON :

BEFORE ME, the Subscriber, a Notary Public in and for said County and State, personally appeared John T. Bostick, the President of Lucrum, Inc., an Ohio corporation, by and on behalf of said company, and he acknowledged the signing of the foregoing instrument to be a free act and deed for the uses and purposes therein mentioned.

IN TESTIMONY WHEREOF, I have hereunto subscribed my name and affixed by Notarial Seal this 20 day of March, 2001.

Patricia B. Hogan
Notary Public

PATRICIA B. HOGAN, Attorney at Law
Notary Public, State of Ohio
My Commission Expires on _____
Date, Section 147.05 O. R. C.

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