

05-25-2001

Form PTO-1594 RE

(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)



U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

Tab settings ⇨⇨⇨ 0 0 101730900 0 20 0

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

1. Name of conveying party(ies):

The Southern Company

*MUD*  
*5/21/01*

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

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

3. Nature of conveyance:

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

Executive Date:

2. Name and address of receiving party(ies)

Name: Southern Management Development, Inc.

Internal Address: 241 Ralph McGill Boulevard, NE  
Street Address: \_\_\_\_\_  
City: Atlanta State GA Zip 30308

- 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

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

A. Trademark Application No.(s)  
75/412381; 75/412177; 75/745649; 75/746226; 75/733944;  
75/733959; 75/744492; 75/733622; 75/733687; 75/733941  
and 75/733946

B. Trademark Registration No.(s)  
1,413,807; 1,390,330; 1,742,017; 1,740,433; 2,373,361; 2,269,771;  
2,250,519; 2,341,743; 2,373,362; 2,347,535; 2,267,718; 2,373,405;  
1,787,257; 1,278,459; 2,234,569; 2,198,786; 2,441,963; 1,111,117;  
2,420,775; 2,198,787; 2,198,781; 2,371,579; 1,726,584 and  
1,726,583

Additional number(s) attached  Yes  No

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

Name: Peter J. Pawlak, Jr., Esq.

Internal Address: Troutman Sanders LLP

75/24/2001 5T0N11 00000303 75/412381

FC:481 40.00 OP  
FE:482 850.00 OP

Street Address: 600 Peachtree Street, NE

Suite 5200

City: Atlanta State GA Zip: 30308

6. Total number of applications and registrations involved:..... 35

7. Total fee (37 CRT 3.41)..... \$ 890.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

20-1507

(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.*

Peter J. Pawlak, Jr.

May 21, 2001

Name of Person Signing

Signature

Date

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

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 002303 FRAME: 0513

## ASSIGNMENT

THIS ASSIGNMENT is made and entered into as of the 14 day of May 2001, by and between THE SOUTHERN COMPANY, a Delaware corporation ("Assignor") and SOUTHERN MANAGEMENT DEVELOPMENT, INC. f/k/a SOUTHERN COMPANY ENERGY SOLUTIONS, INC., a Georgia corporation ("Assignee").

### WITNESSETH

WHEREAS, Assignor is the owner of the marks (the "Marks") as set forth on Schedule A and Schedule B hereto and incorporated herein by this reference;

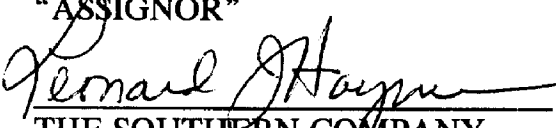
WHEREAS, Assignor is the owner of all right, title and interest in and to the Applications (the "Applications") set forth on Schedule A and the Registrations (the "Registrations") set forth on Schedule B;

WHEREAS, Assignee and Assignor desire to enter into this Assignment to effect the transfer of the Marks, Applications and Registrations, and whereby the Marks, Applications and Registrations are being assigned from the Assignor to the Assignee simultaneously herewith;

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Transfer and Assignment. In conjunction with the assignment of the portion of the business to which the Marks pertain, Assignor hereby transfers and assigns to Assignee all right, title and interest in and to the Marks, Applications and Registrations, together with the goodwill of the business symbolized by the Marks, Applications and Registrations along with the right to recover for damages and profits and other remedies for past infringements of the Marks, Applications and Registrations.

2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further acts, deemed necessary by Assignee to vest in Assignee all right, title and interest in and to the Marks, Applications and Registrations and to enable such right, title and interest to be recorded in the United States Patent & Trademark Office and any other appropriate governmental authority or agency of the United States.

"ASSIGNOR"  
By:   
THE SOUTHERN COMPANY  
Name: Leonard J. Haynes  
Title: Executive Vice President

**Schedule A**

**Applications**

<b><u>Mark</u></b>	<b><u>Serial No.</u></b>	<b><u>Filing Date</u></b>
GOOD CENTS	75/412381	12/30/97
GOOD CENTS	75/412177	12/30/97
GOOD CENTS COOLING & Design	75/745649	07/08/99
GOOD CENTS COOLING & Design	75/746226	07/08/99
GOOD CENTS HEATING & Design	75/733944	06/22/99
GOOD CENTS LIVING & Design	75/733959	06/22/99
GOOD CENTS LIVING & Design	75/744492	07/07/99
GOOD CENTS SUMMER & Design	75/733622	06/22/99
GOOD CENTS SUMMER & Design	75/733687	06/22/99
GOOD CENTS WINTER & Design	75/733941	06/22/99
GOOD CENTS WINTER & Design	75/733946	06/22/99

**Schedule B**

**Registrations**

<b><u>Mark</u></b>	<b><u>Reg. No.</u></b>	<b><u>Reg. Date</u></b>
CENTSABLE CONTRACTOR & Design	1,413,807	10/14/86
CENTSABLE ENERGY CHECK	1,390,330	04/15/86
COMMERCIAL GOOD CENTS	1,742,017	12/22/92
COMMERCIAL GOOD CENTS & Design	1,740,433	12/15/92
GOOD CENTS	2,373,361	08/01/00
GOOD CENTS	2,269,771	08/10/99
GOOD CENTS	2,250,519	06/01/99
GOOD CENTS	2,341,743	04/11/00
GOOD CENTS	2,373,362	08/01/00
GOOD CENTS	2,347,535	05/02/00
GOOD CENTS	2,267,718	08/03/99
GOOD CENTS	2,373,405	08/01/00
GOOD CENTS	1,787,257	08/10/93
GOOD CENTS & Design	1,278,459	05/15/84
GOOD CENTS ENVIRONMENTAL HOME	2,234,569	03/23/99
GOOD CENTS ENVIRONMENTAL HOME & Design	2,198,786	10/20/98
GOOD CENTS HEATING & Design	2,441,963	04/10/01
GOOD CENTS HOME (Stylized)	1,111,117	01/09/79
GOOD CENTS LIVING & Design	2,420,775	01/16/01
GOOD CENTS PREMIER HOME	2,198,787	10/20/98
GOOD CENTS PREMIER HOME & Design	2,198,781	10/20/98

GOOD CENTS SELECT	2,371,579	07/25/00
SUPER GOOD CENTS	1,726,584	10/20/92
SUPER GOOD CENTS & Design	1,726,583	10/20/92