

01-23-2002

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings



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

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

1. Name of conveying party(ies): Strong Numbers, Inc. 17.31.02 64 Commonwealth Avenue #9 Boston, MA 02116

2. Name and address of receiving party(ies) Name: Income Dynamics, Inc. Internal Address: Street Address: 13911 Gold Circle, Suite 310 City: Omaha State: NE Zip: 68144

3. Nature of conveyance: [X] Assignment [ ] Merger [ ] Security Agreement [ ] Change of Name [ ] Other Execution Date: 9-24-2001

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 75/837480

B. Trademark Registration No.(s) 2,455,168

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Paul D. Heimann Internal Address: Phone No. (402) 397-2200 Street Address: 10330 Regency Parkway Drive City: Omaha State: NE Zip: 68114

6. Total number of applications and registrations involved: 2 7. Total fee (37 CFR 3.41) \$ 65.00 [X] Enclosed [ ] Authorized to be charged to deposit account 8. Deposit account number:

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. Paul D. Heimann Name of Person Signing [Signature] Signature Total number of pages including cover sheet, attachments, and document: 3

01/07/2002 TDIAZI 00000185 75837480 01 FC:481 40.00 OP 02 FC:482 25.00 OP

01/22/2002 JHALCME 00000024 75837480 01 FC:481 40.00 OP 02 FC:482 25.00 OP

10-09 75837480-40.00 OP -65.00 OP 01/07/2002 TDIAZI 00000185 01/07/2002 TDIAZI 00000185 01 FC:481 40.00 OP 02 FC:482 25.00 OP

## ASSIGNMENT OF SERVICE MARKS

This Assignment of Service Marks is entered into as of September 25, 2001 by and between Income Dynamics, Inc., a Nebraska Corporation ("Buyer") and Strong Numbers, Inc., a Delaware corporation ("Seller").

WHEREAS, Seller has adopted, acquired, used, certain Service Marks and/or Trademarks in its business which have been registered with the United States Patent and Trademark Office (or for which registration has been applied for) described below (the "Marks"):

Mark	Description of Goods/Services	Registration Number/Serial	Date of Registration/Application
"Strong Numbers"	Providing information related to pricing of goods and services via a global communications network.	Serial Number: 75837	Registration Date not Available. Application filed on November 11, 1999.
"The Blue Book for Everything"	Providing information related to pricing of goods and services via a global communications network.	Registration Number: 2455168	Registration Date: May 29, 2001.

WHEREAS, Buyer is desirous of acquiring all of the right, title, and interest in and to the Marks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Seller does hereby assign to Buyer, its successors and assigns, all of its right, title and interest in and to the Marks, together with all of the goodwill of the businesses symbolized by the Marks, and the above identified registrations and registration applications thereof, together with the right to sue and collect damages and/or profits for past infringement of the Marks, the intent being to substitute Buyer in the place of the Seller.

This Assignment of Marks is made in connection with that certain Asset Purchase Agreement by and between Buyer and Seller of the same date hereof, and all representations and warranties, disclaimers thereof and limitations on Buyer's remedies and Seller's liability with respect to the Marks and this Assignment of Service Marks are set forth in such Asset Purchase Agreement.

Dated this 24 day of September 2001.

**INCOME DYNAMICS, INC.**

By: *Craig B. Walter*

Name: CRAIG B. WALTER

Title: C.T.O.

**STRONG NUMBERS, INC.**

By: *Jeffrey Hyatt*

Name: JEFFREY HYATT

Title: COO

State of MA)  
) ss  
County of Suffolk)

On this 24<sup>th</sup> day of September, before me a Notary Public in and to the County and State aforesaid, appeared Jeffrey Hyatt, to me personally known to be the person whose name is subscribed in the foregoing instrument and acknowledged that he executed said instrument as his free and voluntary act for the uses and purposes therein expressed.

*Kathleen A. Paty*

State of MA)  
) ss  
County of Suffolk)

KATHLEEN A. PATY, Notary Public  
My Commission Expires May 24, 2002

On this 24<sup>th</sup> day of September, before me a Notary Public in and to the County and State aforesaid, appeared Craig B. Walter, to me personally known to be the person whose name is subscribed in the foregoing instrument and acknowledged that he executed said instrument as his free and voluntary act for the uses and purposes therein expressed.

*Kathleen A. Paty*

KATHLEEN A. PATY, Notary Public  
My Commission Expires May 24, 2002