

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

Docket No.:
0111441-048

FORM PTO-1594 (Modified)
(Rev. 6-93)
OMB No. 0851-0011 (exp. 4/94)
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TM05/REV03

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

1. Name of conveying party(ies):
Dartnell Acquisition Corporation
4660 North Ravenswood
Chicago, IL 60640-4595

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

Additional names(s) of conveying party(ies) Yes No

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

Name: **The Dartnell Corporation**

Internal Address: _____

Street Address: **360 Hiatt Drive**

City: **Palm Beach Gardens** State: **FL** ZIP: **33418**

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

If assignee is not domiciled in the United States, a domestic designation is Yes No
 (Designations must be a separate document from Additional name(s) & address(es) Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: **October 1, 1998**

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

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s)
1,970,673

Additional numbers Yes No

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

Name: **Sana Hakim, Esq.**

Internal Address: **Bell, Boyd & Lloyd LLC**

Street Address: **P.O. Box 1135**

City: **Chicago** State: **IL** ZIP: **60690**

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:
02-1818

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.

Sana Hakim, Esq. _____ **September 27, 2002**
 Name of Person Signing Signature Date

700017984 Total number of pages including cover sheet, attachments, and **TRADEMARK**
REEL 002553 FRAME: 0800

SEP-24-02 TUE 08:47 AM LRP ADMIN FAX

FAX NO. 5816222074

P. 03

UNITED STATES TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, made this 1st day of October, 1998, by and between The Dartnell Acquisition Corporation ("Assignor"), a corporation organized under the laws of the State of Delaware, located and doing business at 4660 North Ravenswood, Chicago, Illinois 60640-4595, and The Dartnell Corporation ("Assignee"), a corporation organized under the laws of the State of Delaware, located and doing business at 4660 North Ravenswood, Chicago, Illinois 60640-4595.

WHEREAS, Assignor is the owner of and has adopted, used and is using the trademark SELLING and Design, Registration No. 1,970,673 hereto and made a part hereof for which a registration issued on April 23, 1996 from the United States Patent and Trademark Office ("the Mark"); and

WHEREAS, Assignee wishes to acquire Assignor's entire right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the mark is used;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of its right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the Mark is used.

IN WITNESS WHEREOF, the Assignor has caused this assignment to be signed and executed by its duly authorized officer as of the date and year above written.

THE DARTNELL ACQUISITION CORPORATION

By: Clark Fetridge
Name: Clark Fetridge
Title: Chairman / Chief Executive Officer

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