

03-12-2003



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

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002,  
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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):  
Crystallize, Inc. 3-10-03

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

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

2. Name and address of receiving party(ies)  
Name: Applimation, Inc.  
Internal Address: 3rd Floor  
Address: \_\_\_\_\_  
Street Address: 242 West 36th Street  
City: New York State: NY Zip: 10018

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  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

Execution Date: February 5, 2003

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
76/439843

B. Trademark Registration No.(s)  
Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Richard A. Gaffin  
Internal Address: Miller Canfield  
1200 Campau Square Plaza  
Street Address: 99 Monroe Ave NW  
City: Grand Rapids State: MI Zip: 49503

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: \_\_\_\_\_  
(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.*  
Richard A. Gaffin [Signature] 3/5/03  
Name of Person Signing      Signature      Date

Total number of pages including cover sheet, attachments, and document: 1

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

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TRADEMARK  
REEL: 002688 FRAME: 0199

**UNITED STATES TRADEMARK ASSIGNMENT**

WHEREAS, Crystallize, Inc., a Delaware corporation having a principal place of business of 1194 Oak Valley Drive, Ann Arbor, Michigan 48108 ("Assignor") has filed an application for registration for the mark Applimation, U.S. Trademark Application Serial No. 76439843 (the "Assigned Mark"); and

WHEREAS, Applimation, Inc., a Delaware corporation, having a principal place of business at 242 West 36<sup>th</sup> Street, 3<sup>rd</sup> Floor, New York, New York 10018 ("Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the Assigned Mark including any registration which may issue, therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, transfer and set over unto Assignee, its successors and assigns, all right, title and interest in and to the Assigned Mark including any registration therefor which is symbolized by the said mark, along with the right to recover for past infringements thereof;

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Assigned Mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in possession or control of Assignor.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by a duly authorized officer.

CRYSTALLIZE, INC.

By: Mark L. Nelson

Signature: 

Title: VP Sales + Operations

Date: 2/5/03

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