

FORM PTO-1594
(Rev. 6-93)

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

OMB No. 0651-0011 (exp. 4/94)

Atty Docket No. 54128.292689

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

1. Name of conveying party(ies):
The Mark Group, Inc.

- Individuals(s)
- General Partnership
- Corporation-State of Florida
- Other
- Association
- Limited Partnership

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

2. Name and address of receiving party(ies)
Name: **Direct Marketing Services, Inc.**

Internal Address:

Street Address: **2245 South Michigan Avenue**

City: **Chicago** State: **Illinois** Zip: **60616**

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

Additional names(s) & address(es) attached? Yes No

3. Nature of conveyance:

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

Execution Date: **21st day of November 2003**

4. Application numbers(s) or patent numbers(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,125,203 and 1,334,269

Additional numbers attached? Yes No

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

Name: **William H. Brewster**

Internal Address: **Kilpatrick Stockton LLP**

Suite 2800

Street Address: **1100 Peachtree St.**

City: **Atlanta** State: **GA** Zip: **30309**

6. Total number of applications and registrations involved: **2**

7. Total fee (37 CFR 3.41).....\$ **65.00**

Enclosed

Authorized to be charged to deposit account

The Commissioner is authorized to charge any deficiency in the required fee or credit any over payment to Deposit Account No. 11-0860.

8. Deposit account number:

11-0860

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.

Lise Shettler

Name of Person Signing

Signature

Date

12-9-03

Total number of pages including cover sheet, attachments, and document: **3**

CH \$65.00 110860 2125203

TRADEMARK ASSIGNMENT

This assignment is made effective as of the 21st day of November, 2003, by and between THE MARK GROUP, INC., a company organized under the laws of the State of Florida ("Assignor") and DIRECT MARKETING SERVICES, INC., a corporation organized under the laws of the State of Illinois ("Assignee").

WHEREAS, Assignor is the owner of the following trademark registrations: (i) CHARLES KEATH, Reg. No. 2,125,203 and (ii) CHARLES KEATH, LTD., Reg. No. 1,334,269 (the "Trademarks"); and

WHEREAS, Assignee wishes to acquire all of Assignor's rights in and to the Trademarks and the goodwill associated therewith.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee all rights, title and interest in and to the Trademarks and the registrations thereof together with the goodwill of the business which is symbolized by the Trademarks and with the right to recover damages and profits and all other remedies for past infringements thereof.

ASSIGNOR: THE MARK GROUP, INC.

By:


Name: KENNETH O. FISCHER
Title: RVP-CFO

STATE OF Fla.

COUNTY OF P.B.C.

On the 21st day of November, 2003, before me personally came Ken Fischer, to me known, who, being by me duly sworn, did depose and say that he is the FIR-CFO of the corporation described in and which executed the foregoing instrument; and that he signed his name thereto by order of the Board of Directors of said Corporation.

(NOTARY SEAL)

Norma Nunes

Notary Signature

NORMA NUNES

Printed Notary Signature

Notary Public, State of

Commission Number:

My Commission Expires:

