

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cox Target Media, Inc.		12/10/2003	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Val-Pak Direct Marketing Systems, Inc.
<b>Street Address:</b>	8605 Largo Lakes Drive
<b>City:</b>	Largo
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33773
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>PROPERTY NUMBERS Total: 2</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	2479685	INTROZ
Registration Number:	2463905	INTROZ

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(312)236-7516
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	312-368-4000
<b>Email:</b>	ch.tm@piperrudnick.com
<b>Correspondent Name:</b>	Christina L. Martini
<b>Address Line 1:</b>	P.O. Box 64807
<b>Address Line 4:</b>	Chicago, ILLINOIS 60664-0807

<b>ATTORNEY DOCKET NUMBER:</b>	264992-000008
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<b>NAME OF SUBMITTER:</b>	Helen M. Gentry
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<b>Total Attachments: 2</b>
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CH \$65.00 2479685

**ASSIGNMENT OF U.S. TRADEMARKS**

**WHEREAS**, Cox Target Media, Inc., a Delaware corporation, having a place of business at 8605 Largo Lakes Drive, Largo, Florida 33773 ('Assignor'), is the sole and exclusive owner of the United States trademark registrations described on Exhibit A attached hereto and made a part hereof (the "Marks"); and

**WHEREAS**, Val-Pak Direct Marketing Systems, Inc., a Delaware corporation, having a place of business at 8605 Largo Lakes Drive, Largo, Florida 33773 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the said marks and the registrations thereof.

**NOW, THEREFORE**, for and in consideration of the sum of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, assign, transfer and set over to said Assignee all its right, title and interest in, to and under said marks and registrations, together with the goodwill of the business symbolized by the Marks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

**AND**, said Assignor hereby covenants that it has full right to convey the entire interest herein assigned.

**IN TESTIMONY WHEREOF**, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

**CCX TARGET MEDIA, INC.**

By: [Signature]  
William B. Disbrow  
Chief Executive Office and President

Date: 12/10/03

STATE OF FLORIDA )  
COUNTY OF Pinellas ) SS

Subscribed and sworn to before me this 10<sup>th</sup> day of December, 2003.

[Signature]  
Notary Public

My Commission Expires: 7/10/2004

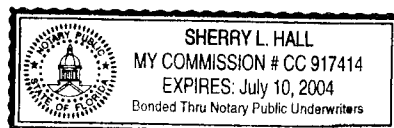


EXHIBIT A

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
INTROZ and Design	2,479,685	August 21, 2001
INTROZ and Design	2,463,905	June 26, 2001