

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
-----------------------	--

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Trax Retail Solutions	Trax Software and Consulting	01/30/2004	CORPORATION: ARIZONA

RECEIVING PARTY DATA

Name:	Trax IP, LLC
Street Address:	7077 E. Marilyn Road
Internal Address:	Building One
City:	Scottsdale
State/Country:	ARIZONA
Postal Code:	85254
Entity Type:	LTD LIAB JT ST CO: ARIZONA

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Serial Number:	78234892	E-TRAX
Registration Number:	2602380	TRAXSMART
Serial Number:	78234207	STOREWALK
Serial Number:	75898120	SMARTSTORE

CORRESPONDENCE DATA

Fax Number: (480)948-0770
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 4809480001
 Email: jallen@trax-usa.com
 Correspondent Name: Janet Allen
 Address Line 1: 7077 E. Marilyn Road
 Address Line 2: Building One
 Address Line 4: Scottsdale, ARIZONA 85254

NAME OF SUBMITTER:	Janet Allen
--------------------	-------------

Total Attachments: 4

900004796

**TRADEMARK
 REEL: 002785 FRAME: 0737**

OP \$115.00 78234892

source=2602380 Assignment#page1.tif
source=78234892 Assignment#page1.tif
source=78234207 Assignment#page1.tif
source=75898120 Assignment#page1.tif

Assignment of Trademark

This agreement entered on of January 30, 2002 between Trax Retail Solutions, of 7077 E. Marilyn Ave., Building One, Scottsdale AZ 85254 U.S.A., herein referred to as "Assignor", and Trax IP, LLC of 7077 E. Marilyn Ave., Building One, Scottsdale, AZ 85254 U.S.A., herein referred to as "Assignee".

That Assignor has adopted and is using a mark registered in the United States Patent Office, Registration No. 2602380, dated 7/30/2002 and Assignee is desirous of acquiring such mark and the registration thereof.

That for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interest in and to said mark, the goodwill of the business symbolized by said mark, along with the registration thereof, the number of which is contained herein.



Dated: Jan 30, 2004

Trax Retail Solutions

[Acknowledgement]

Assignment of Trademark

This agreement entered on of January 30, 2002 between Trax Retail Solutions, of 7077 E. Marilyn Ave., Building One, Scottsdale AZ 85254 U.S.A., herein referred to as "Assignor", and Trax IP, LLC of 7077 E. Marilyn Ave., Building One, Scottsdale, AZ 85254 U.S.A., herein referred to as "Assignee".

That Assignor has adopted and is using a mark registered in the United States Patent Office, Serial No. 78234892, dated 4/7/2003 and Assignee is desirous of acquiring such mark and the registration thereof.

That for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interest in and to said mark, the goodwill of the business symbolized by said mark, along with the registration thereof, the number of which is contained herein.



Dated: Jan 30, 2004

Trax Retail Solutions

[Acknowledgement]

Assignment of Trademark

This agreement entered on of January 30, 2002 between Trax Retail Solutions, of 7077 E. Marilyn Ave., Building One, Scottsdale AZ 85254 U.S.A., herein referred to as "Assignor", and Trax IP, LLC of 7077 E. Marilyn Ave., Building One, Scottsdale, AZ 85254 U.S.A., herein referred to as "Assignee".

That Assignor has adopted and is using a mark registered in the United States Patent Office, Serial No. 78234207, dated 4/4/2003 and Assignee is desirous of acquiring such mark and the registration thereof.

That for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interest in and to said mark, the goodwill of the business symbolized by said mark, along with the registration thereof, the number of which is contained herein.



Dated: Jan 30, 2004

Trax Retail Solutions

[Acknowledgement]

Assignment of Trademark

This agreement entered on of January 30, 2002 between Trax Retail Solutions, of 7077 E. Marilyn Ave., Building One, Scottsdale AZ 85254 U.S.A., herein referred to as "Assignor", and Trax IP, LLC of 7077 E. Marilyn Ave., Building One, Scottsdale, AZ 85254 U.S.A., herein referred to as "Assignee".

That Assignor has adopted and is using a mark registered in the United States Patent Office, Serial No. 7589120, dated 1/16/2004 and Assignee is desirous of acquiring such mark and the registration thereof.

That for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interest in and to said mark, the goodwill of the business symbolized by said mark, along with the registration thereof, the number of which is contained herein.



Dated: Jan 30, 2004

Trax Retail Solutions

[Acknowledgement]