

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Miller IP, LLC		01/30/2004	CORPORATION: ARIZONA

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

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	1723401	SHRINK TRAX

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

NAME OF SUBMITTER:	Janet Allen
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Total Attachments: 1 source=1723401 Assignment#page1.tif

OP \$40.00 1723401

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. 1723401, dated 6/25/1991 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]