

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
Johnson Grossfield, Inc.		02/03/2004	CORPORATION: MINNESOTA

RECEIVING PARTY DATA	
Name:	Johnson Media Group, LLC
Street Address:	275 Market Street
Internal Address:	Suite 541
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55405
Entity Type:	Limited Liability Company: MINNESOTA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	78190562	PROMOTV PUTTING YOUR BRAND RIGHT WHERE THEY LIVE

CORRESPONDENCE DATA	
Fax Number:	(621)632-4444
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	612-632-3357
Email:	trademark@gpmlaw.com
Correspondent Name:	Jennifer C. Debrow
Address Line 1:	P.O. Box 2906
Address Line 4:	Minneapolis, MINNESOTA 55402-0906

ATTORNEY DOCKET NUMBER:	81070-US-005
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NAME OF SUBMITTER:	Cheryl Myers
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Total Attachments: 1 source=TMASSIGN#page1.tif
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CH \$40.00 78190562

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement"), between Johnson Grossfield, Inc., a Minnesota corporation located at 275 Market Street, Suite 541, Minneapolis, Minnesota 55405 ("Assignor"), and Johnson Media Group, LLC, a Minnesota limited liability company located at 275 Market Street, Suite 541, Minneapolis, Minnesota 55405 ("Assignee"), is effective as of February 3, 2004.

RECITALS

- A. Assignor is the owner of the following service mark (the "Mark"):

Mark	Serial No.
PROMOTV PUTTING YOUR BRAND RIGHT WHERE THEY LIVE	78/190,562

- B. Assignee wishes to acquire the Mark and the application for registration thereof.

AGREEMENT

In consideration of the above recitals and the promises set forth in this Agreement, the parties agree as follows:

Assignor transfers and assigns to Assignee all of Assignor's right, title and interest in and to the Mark, together with all associated good will and all related rights, and all registrations and applications for registration of the Mark in the United States and any foreign countries, including any renewals and extensions of any registration that is or may be secured. The provisions of this Agreement inure to the benefit of Assignee, his successors, assigns and other legal representatives, and are binding upon Assignor, its successors, assigns and other legal representatives.

The Assignor executes this Agreement as of the date first written above.

JOHNSON GROSSFIELD, INC.

By: 

Marc D. Grossfield
Its: President

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