

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Susan Murphy		03/10/2004	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LIP SERVICE COMMUNICATIONS, INC.		
<b>Street Address:</b>	2506 John R. Road		
<b>City:</b>	Troy		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48083-2314		
<b>Entity Type:</b>	CORPORATION: MICHIGAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2153953	PIZZAPOTAMUS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(616)222-2275		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	616-752-2275		
<b>Email:</b>	trademarks@wnj.com		
<b>Correspondent Name:</b>	Warner Norcross & Judd LLP		
<b>Address Line 1:</b>	111 Lyon Street, N.W.		
<b>Address Line 2:</b>	900 Fifth Third Center		
<b>Address Line 4:</b>	Grand Rapids, MICHIGAN 49503-2487		
<b>ATTORNEY DOCKET NUMBER:</b>	68603.68619-001		
<b>NAME OF SUBMITTER:</b>	Kimberly A. Niebling		
<b>Total Attachments: 1</b> source=PIZZAPOT#page1.tif			

OP \$40.00 2153953

TRADEMARK ASSIGNMENT

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt and sufficiency of which is acknowledged, and for other good and valuable consideration, ASSIGNOR, Susan Murphy d/b/a Lip Service Advertising and Public Relations, a United States citizen having a place of business at 2506 John R. Road, Troy, Michigan 48083 sells, assigns, and transfers to ASSIGNEE, LIP SERVICE COMMUNICATIONS, INC., a Michigan Corporation having a place of business 2506 John R. Road, Troy, Michigan 48083-2314 and the successors, assigns, and legal representatives of ASSIGNEE, the entire right, title, and interest in the United States and in all foreign countries in and to the following trademark and the trademark registration together with the goodwill of the business symbolized thereby:

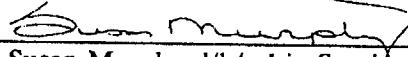
<u>Registration No.</u>	<u>Mark</u>	<u>Registration Date</u>
2,153,953	PIZZAPOTAMUS	April 28, 1998

ASSIGNOR further sells, assigns, and transfers to ASSIGNEE and the successors, assigns, and legal representatives of ASSIGNEE, the entire right, title, and interest in and to all claims for damages by reason of past infringement of said trademark with the right to sue for and collect same and in and to all legal equivalents of said trademark in foreign countries.

ASSIGNOR hereby covenants that no assignment, sale, agreement, or encumbrance has been or will be made or entered into which would conflict with this assignment.

IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment as of the date indicated below.

Date: March 10, 2004

By:   
Susan Murphy d/b/a Lip Service  
Advertising and Public Relations

Post-it® Fax Note	7671	Date	3.10.04	# of pages	1
To	Ms. Kim Niebling	From	Susan Murphy		
Co./Dept.	Warner, Norcross	Co.	Lip Service Comm.		
Phone #		Phone #	248.528.0007		
Fax #		Fax #			