

Form PTO-1594  
(Rev. 10/02)

# RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

Docket No. **1600/3**

To: The Honorable Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

1. Name of conveying party(ies):  
David L. Hoyt

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-State  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes     No

2. Name and address of receiving party(ies):

Name: The Creative Consortium, Inc.  
Internal Address: \_\_\_\_\_  
Street Address: 208 S. LaSalle Street  
City: Chicago  
State/Zip: Illinois 60604-1000

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Delaware  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes     No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes     No

3. Nature of conveyance:

Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

Execution Date February 26, 2004

4. Application number(s) or registration number(s).

A. Trademark Application No.(s) \_\_\_\_\_  
B. Trademark Registration No.(s) 2,393,934

Additional numbers attached?  Yes     No

5. Name and address of party to whom correspondence concerning document should be mailed:

Jeffrey A. Pine  
BANIAK PINE & GANNON  
150 N. Wacker Drive, Suite 1200  
Chicago, Illinois 60606  
(312) 673-0360

6. Total number of applications and registrations involved: 1


7. Total Fee (37 CFR 3.41) \$40

Enclosed  
 Authorized to be charged to deposit account  
 Please charge any deficiencies in fee or credit any overpayment to Deposit Account No. 50-0930.

8. Deposit account number:  
50-0930  
(Attach duplicate of this page if paying by deposit account)

**DO NOT USE THIS SPACE**

9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

Jeffrey A. Pine            March 9, 2004  
Name of Person Signing      Signature      Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks  
Box Assignments  
Washington, D.C. 20231

CH \$40.00 500930 2393934

Attorney Docket No. 1600/3

**ASSIGNMENT OF TRADEMARK REGISTRATION**

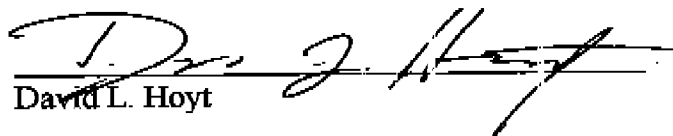
WHEREAS David L. Hoyt, an individual residing at 2514 South 16th, Shelby, Michigan 49455 ("Assignor"), has adopted, used, is using and is the owner of the following Trademark registered in the United States Patent and Trademark Office:

Trademark	Registration Number	Registration Date
Split	2,393,934	October 10, 2000

WHEREAS, The Creative Consortium, Inc., a Delaware corporation, located and doing business at 208 South LaSalle Street, Chicago, Illinois 60604-1000 ("Assignee"), is desirous of acquiring said Trademark application, any resulting registration, and the goodwill associated therewith.

NOW THEREFORE, in consideration of the sum of one dollar (\$) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said Trademark, together with the registration associated therewith and the goodwill of the business associated with the Trademark including that symbolized by said registration thereof.

Signed at Shelby, Michigan this 2-26 day of February, 2004.

  
 David L. Hoyt