

9/5/03

09-08-2003

Form **PTO-1594**
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)

RE



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

102543855

Tab settings ⇌ ⇌ ⇌ ▼ ▼ ▼

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Mercor Media, Inc.

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: 08/21/03

2. Name and address of receiving party(ies)

Name: Custom Content, Inc.

Internal

Address: _____

Street Address: 73 Stephanie Lane

City: Glen Elynn State: IL Zip: 60139

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Illinois
- 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

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

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 2347888

Additional number(s) attached Yes No

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

Name: Elizabeth C. Diskin

Internal Address: Leydig, Voit & Mayer, Ltd.

Suite 4900

Street Address: Two Prudential Plaza

City: Chicago State: IL Zip: 60601

6. Total number of applications and registrations involved: _____

1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

12-1216

2003 SEP -5 PM 3:24
OPR/FINANCE

DO NOT USE THIS SPACE

9. Signature.

Elizabeth C. Diskin

Name of Person Signing

Signature

September 2, 2003

Date

6

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

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

09/06/2003 LHMELLEN 00000007 121216 2347888

01 FC:0521 40.00 BA

TRADEMARK
REEL: 002817 FRAME: 0922

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor: Mercor Media, Inc.,
a Delaware corporation.

Assignee: Custom Content, Inc.,
an Illinois corporation.

TRADEMARK ASSIGNMENT

This Trademark Assignment, is made and entered into as of the 21 day of August, 2003, by and between **Mercor Media, Inc.**, a Delaware corporation with its principal place of business at 744 N. Wells, Chicago, Illinois, 60610 ("Assignor") and **Custom Content, Inc.**, an Illinois corporation, [address] ("Assignee").

WITNESSETH:

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the trademarks and service marks, and the registrations and applications therefore (collectively the "Trademark"), which have been issued by the United States Patent and Trademark Office and are listed on Exhibit A attached hereto.

WHEREAS, Assignor desires to sell, transfer and assign to Assignee all of Assignor's right, title and interest in and to the Trademarks in accordance with the terms of this Trademark Assignment; and

WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title and interest in and to Trademarks.

AGREEMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignor hereby sells, assigns and transfers to Assignee, throughout the United States and throughout the world: (a) all of Assignor's right, title and interest in and to the Trademarks, including all existing and future registrations of such trademarks and all renewals thereof; (b) the good will of Assignor's business in connection with which the Trademarks are used and which is symbolized by said Trademarks; (c) all income, royalties, damages and payments now or hereafter due and/or payable under and with respect to the Trademarks, including, without limitation, payments under all licenses entered into in connection with the Trademarks and all damages and payments for past and future infringements of

the Trademarks; (d) the right to sue for past, present and future infringements of the Trademarks; and (e) all other rights and benefits corresponding to the Trademarks.

2. Assignee hereby accepts the assignment of the Trademarks subject to the terms of this Trademark Assignment.

3. At Assignee's reasonable request and without further consideration, Assignor will execute and deliver such other instruments and take such other action as Assignee may request for the consummation or documentation of the assignment of said Trademarks.

4. Assignor authorizes and requests the Commissioner of Patents and Trademarks to issue all United States Trademark Registrations on the Trademarks referenced herein directly to Assignee of the entire interest.

5. Assignor respectfully requests that the Commissioner Patents and Trademarks record this Trademark Assignment in the United States Patent and Trademark Office against the file of the applications herein described.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment as of the date first written above.

ASSIGNOR:

Mercor Media, Inc.,

By: 

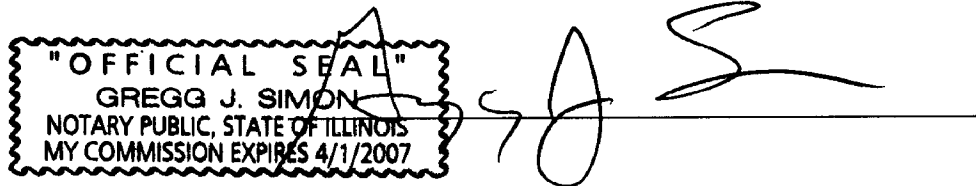
An authorized officer

STATE OF ILLINOIS

COUNTY OF COOK

I, Gregg J Simon, a Notary Public in and for said County, in the State aforesaid, DO HEREBY CERTIFY THAT JEFF BLUMBERG, of Mercor Media, Inc., and is personally known to me to be the same person whose name is subscribed to the foregoing instrument, as such VP/CFO, appeared before me this day in person, and acknowledged that he signed and delivered the said instrument as his own free and voluntary act and as the act of said corporation for the uses and purposes therein set forth.

GIVEN under my hand and notarial seal, this 21 day of August, 2003.

The image shows a rectangular notary seal with a scalloped border. The text inside the seal reads: "OFFICIAL SEAL", "GREGG J. SIMON", "NOTARY PUBLIC, STATE OF ILLINOIS", and "MY COMMISSION EXPIRES 4/1/2007". To the right of the seal is a handwritten signature, which appears to be "GJS", written over a horizontal line.