

10/6/03

10-08-2003



102570953

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

1. Name of conveying party(ies): Best Read Guides Franchise Co., LLC
[] Individual(s) [] Association
[] General Partnership [] Limited Partnership
[] Corporation-State
[] Other Georgia limited liability company
Additional name(s) of conveying party(ies) attached? [] Yes [] No

2. Name and address of receiving party(ies)
Name: Best Read Guides, LLC
Internal Address:
Street Address: 725 Broad Street
City: Augusta State: GA Zip: 30901
[] Individual(s) citizenship
[] Association
[] General Partnership
[] Limited Partnership
[] Corporation-State
[] Other limited liability company (Georgia)
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: 08-06-03

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s) 1,568,965
Additional number(s) attached [] Yes [] No

6. Total number of applications and registrations involved: 1

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Timothy E. Moses
Internal Address: Hull, Towill, Norman, Barrett & Salley
Street Address: 801 Broad Street, Suite 700
City: Augusta State: GA Zip: 30901

7. Total fee (37 CFR 3.41).....\$ 40.00
[] Enclosed
[] Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.
Timothy E. Moses
Name of Person Signing
[Signature]
Signature
September 30, 2003
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 Patent & Trademarks, Box Assignments Washington, D.C. 20231

10/07/2003 GTON11 00000218 1568965 40.00 DP

TRADEMARK ASSIGNMENT

WHEREAS, Best Read Guides Franchise Company, LLC, having an address of 725 Broad Street, Augusta, GA 30901 (hereinafter "ASSIGNOR"), is the owner of and has adopted and/or used in the United States and other countries the following trademarks and/or service marks (hereinafter the "MARKS"):

| <u>Mark</u> | <u>Jurisdiction</u> | <u>Reg. No.</u> | <u>Reg. Date</u> | <u>Type/status</u> |
|-----------------|---------------------|-----------------|------------------|--------------------|
| Best Read Guide | US | 1,568,965 | 11/28/1989 | Registered |


WHEREAS, Best Read Guides, LLC, a Georgia limited liability company, having a place of business of 725 Broad Street, Augusta, Georgia 30901 (hereinafter "ASSIGNEE") is desirous of acquiring and/or has acquired as of August 07, 2003, all right, title and interest that ASSIGNOR may have in and to the said MARK and registration thereon, together with the goodwill of the business in connection with which the said MARKS is used and which is symbolized by said MARK, along with the right to recover for damages and profits for past infringements, thereof, and

NOW, THEREFORE, in consideration for the payment of \$1.00, and other good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns unto ASSIGNEE, and confirms transfer and assignment unto ASSIGNEE as of August 07, 2003, all right, title and interest it may possess in and to the said MARKS and the registration therefore, together with the goodwill of the business in connection with which the said MARKS is used, and which is symbolized by said MARKS, along with the right to recover for damages and profits for past infringements, thereof;

IN TESTIMONY WHEREOF, I have hereunto set my hand on the date appearing next to my signature.


ASSIGNOR (Best Read Guides Franchise Company, LLC)

8-6-03
Date

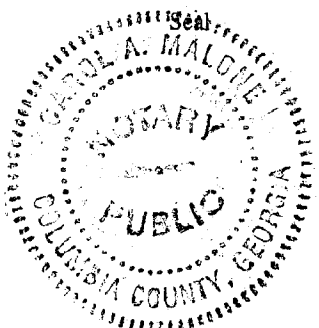

By: Will S. Morris IV
As its President

STATE OF GEORGIA
COUNTY OF RICHMOND

Subscribed and sworn to before me, this 6th day of August, 2003.


Notary Public
Notary Public, Columbia County, Georgia
My Commission Expires March 16, 2007

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"Certified to be a true and accurate copy
this 25th day of September
2003."


TRADENAME