

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
MR. GOODCENTS FOUNDATION FOR SENIOR CITIZENS INDEPENDENCE		07/14/2004	CORPORATION: KANSAS

RECEIVING PARTY DATA	
Name:	MR. GOODCENTS FRANCHISE SYSTEMS, INC.
Street Address:	8997 Commerce Drive
City:	DeSoto
State/Country:	KANSAS
Postal Code:	66018
Entity Type:	CORPORATION: KANSAS

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2851425	MR. GOODCENTS

CORRESPONDENCE DATA	
Fax Number:	(816)474-9057
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	816-474-9050
Email:	rdh@hoveywilliams.com
Correspondent Name:	Robert D. Hovey
Address Line 1:	2405 Grand Blvd., Suite 400
Address Line 4:	Kansas City, MISSOURI 64108

ATTORNEY DOCKET NUMBER:	1582.025
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NAME OF SUBMITTER:	Mary M. McIntyre
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Total Attachments: 1 source=goodcents#page1.tif

CH \$40.00 2851425

ASSIGNMENT

WHEREAS, MR. GOODCENTS FOUNDATION FOR SENIOR CITIZENS INDEPENDENCE, a corporation of the State of Kansas, having its principal place of business at 8997 Commerce Drive, DeSoto, Kansas 66018, has adopted, used and is using the mark MR. GOODCENTS which is registered in the United States Patent and Trademark Office under Registration No. 2,851,425; and

WHEREAS, MR. GOODCENTS FRANCHISE SYSTEMS, INC., a corporation of Kansas, having its principal place of business at 8997 Commerce Drive, DeSoto, Kansas 66018, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said MR. GOODCENTS FOUNDATION FOR SENIOR CITIZENS INDEPENDENCE does hereby assign unto the said MR. GOODCENTS FRANCHISE SYSTEMS, INC., all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof together with the right to sue for and collect on all claims for damages by reason of past infringement of said mark.

Executed this 14TH day of July, 2004.

MR. GOODCENTS FOUNDATION FOR
SENIOR CITIZENS INDEPENDENCE

By _____

Name: Joe Bisogno

Title: President