

1/21/04

01-23-2004



102653189

Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)
Tab settings ⇨ ⇨ ⇨ ▼

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

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

1. Name of conveying party(ies):

Florida Marketing International, Inc.

- Individual(s)
- General Partnership
- Corporation-State FL
- 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: 01/05/2004

2. Name and address of receiving party(ies)

Name: Academy Marketing International, Inc.

Internal Address: ATTN: Randy Smith

Street Address: 102 E. Granada Blvd.

City: Ormond Beach State: FL Zip: 32176

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Florida
- 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)
78220112

B. Trademark Registration No.(s)
1679675

Additional number(s) attached Yes No

OPR/FINANCE
JAN 21 AM '04

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

Name: Brenda L. Knott, Cobb & Cole

Internal Address: _____

Street Address: 150 Magnolia Ave.

City: Daytona Beach State: FL Zip: 32114

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: _____

(Attach duplicate copy 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.

Brenda L. Knott

Name of Person Signing

Signature

1/15/04

Date

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

01/22/2004 EDDOPER 00000374 78220112

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

01 FC:8521 40.00
02 FC:8522 25.00

ASSIGNMENT OF TRADE/SERVICE MARK

WHEREAS, FLORIDA MARKETING INTERNATIONAL, INC., a Florida corporation, having its principal office at 102 East Granada Boulevard, Ormond Beach, FL 32176, has adopted, used, is using and is the owner of the following trade/service marks now registered or pending in the United States Patent and Trademark Office:

Trade/Service Mark	Registration No.	Date of Registration
MACACADEMY	1679675	March 17, 1992

Trade/Service Mark	Serial No.	Date of Filing
MACACADEMY	78220112	February 28, 2003

and WHEREAS, ACADEMY MARKETING INTERNATIONAL, INC., a Florida corporation, having its principal office at 102 E. Granada Blvd., Ormond Beach, FL 32176, with authorization from FLORIDA MARKETING INTERNATIONAL, INC., has succeeded to the use of the above referenced trade/service mark,

NOW, THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, FLORIDA MARKETING INTERNATIONAL, INC., hereby assigns to ACADEMY MARKETING INTERNATIONAL, INC. all right, title and interest in the United States in and to said trade/service marks and said registration therefor, together with the goodwill symbolized by said trade/service marks and the registration thereof.

Signed this 5 day of January, 2004.

FLORIDA MARKETING INTERNATIONAL, INC., a Florida corporation

By [Signature]
Randall D. Smith
President

STATE OF FLORIDA
COUNTY OF VOLUSIA

The foregoing instrument was acknowledged before me this 5th day of Jan, 2004, by Randall D. Smith, as President of Florida Marketing International, Inc., a Florida corporation, who is personally known to me or has produced [Signature] as identification.

NOTARY PUBLIC:

Sign: [Signature]
Print: JOSE O. LALOG, JR.

State of Florida At Large
(Seal)

My Commission Expires: 4/22/2006

Title/Rank: _____
Commission Number: DD 11245



Jose O Lalog Jr
My Commission DD11245
Expires April 22, 2006