

**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
Creative Marketing International Corp.		09/15/1998	CORPORATION: ILLINOIS

RECEIVING PARTY DATA	
Name:	Aspen Marketing, Inc.
Street Address:	1240 North Avenue, West
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60185
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2246334	AUTOPROVAL

CORRESPONDENCE DATA	
Fax Number:	(703)610-6200
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	703-610-6100
Email:	boxip@hhlaw.com
Correspondent Name:	Valerie Brennan
Address Line 1:	8300 Greensboro Drive, Suite 1100
Address Line 2:	Box Intellectual Property
Address Line 4:	McLean, VIRGINIA 22102

ATTORNEY DOCKET NUMBER:	68655.11 KRG CAPITAL
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NAME OF SUBMITTER:	Valerie Brennan
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Total Attachments: 3 source=autoaproval#page1.tif source=autoaproval#page2.tif source=autoaproval#page3.tif
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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

**NUNC PRO TUNC**  
**TRADEMARK ASSIGNMENT**

**WHEREAS**, Creative Marketing International Corp., a corporation, formerly with an address at 31W001 North Avenue, West Chicago, Illinois 60185 ("Assignor"), is identified in the records of the United States Patent and Trademark Office as the current assignee of the entire right, title and interest in and to the trademark registration listed on Schedule A hereto (the "Mark"); and

**WHEREAS**, pursuant to an Asset Purchase Agreement, dated as of September 15, 1998 (the "Asset Purchase Agreement"), Assignor, for good and valuable consideration, sold all of its right, title, and interest in and to the business, properties, assets and rights of any kind of Assignor, whether tangible or intangible, including the Mark and the goodwill of the business symbolized thereby (but excluding certain excluded assets), to Aspen Marketing, Inc., a corporation located and doing business at 1240 North Avenue, West Chicago, IL 60185 (hereinafter "Assignee"); and

**WHEREAS**, Assignee, on its own behalf and in its capacity as acquiror pursuant to the Asset Purchase Agreement of substantially all of the assets of Assignor including the Mark, wishes to effect said sale, assignment and transfer of all right, title and interest in and to the Mark and the goodwill of the business symbolized thereby and properly record such sale, assignment and transfer in the United States Patent and Trademark Office *nunc pro tunc* effective September 15, 1998;

**NOW, THEREFORE**, for the consideration recited above and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor (by the authorized signature of Assignee below) confirms that it has sold and assigned and hereby assigns, transfers and sets over to Assignee, the entire right, title, and interest in and to the Mark, and the goodwill of the business symbolized by the Mark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives, as well as all right to sue for and receive all damages accruing from past, present and future infringements of the Mark, *nunc pro tunc* effective September 15, 1998.

This Assignment shall be binding upon the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privity therewith.

**CREATIVE MARKETING INTERNATIONAL  
CORP.**

by Aspen Marketing, Inc. (as successor in interest to  
Creative Marketing International Corp.)

Date: August 19, 2004

By: Fiore Di Novi

Name: Fiore Di Novi

Title: Secretary - General Counsel

SCHEDULE A  
MARK

<u>Mark</u>	<u>Corresponding Ser./Reg. No.</u>	<u>Filing/Reg. Date</u>
Autoproval	2,246,334	5/18/99