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



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

Tab settings

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

1. Name of conveying party(ies): Mountain Marketing Group, LLC

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other limited liability corporation

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 03/01/04

2. Name and address of receiving party(ies)

Name: Results Marketing Group, LLC

Internal Address: 9124 North 66th Place

Street Address:

City: Paradise Valley State: AZ Zip: 85253

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other limited liability corporation

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) 76/571,880 and 76/571,881

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: Scott W. Petersen

Internal Address: Holland & Knight LLP

Street Address: 131 S. Dearborn St., 30th Floor

City: Chicago State: IL Zip: 60603

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:

50-1794

DO NOT USE THIS SPACE

9. Signature.

Scott W. Petersen

Name of Person Signing

Signature

March 11, 2004

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

03/24/2004 METACHE 0000045 76571840 00.00 OP 65.00 OP

TRADEMARK REEL: 002935 FRAME: 0041

**ASSIGNMENT**

WHEREAS, Mountain Marketing Group, LLC, a corporation duly organized under the laws of Illinois having an office and place of business at 9124 North 66<sup>th</sup> Place, Paradise Valley, AZ 85253, having applications in the United States for the following trademarks:

<u>Trademark</u>	<u>Application No.</u>	<u>Filing Date</u>
MEGA RESULTS	76/571,880	January 26, 2004
RESULTS YOU CAN MEASURE	76/571,881	January 26, 2004

and whereas, Results Marketing Group, LLC a company duly organized under the laws of Illinois, having an office and place of business at 9124 North 66<sup>th</sup> Place, Paradise Valley, AZ 85253, is desirous of acquiring said trademarks, the registrations thereof, and the good will of the business associated therewith.

NOW, THEREFORE, for the good and valuable consideration of \$100.00 (One Hundred Dollars) the receipt and sufficiency of which is hereby acknowledged and confessed, Mountain Marketing Group, LLC hereby sells, assigns, transfers and sets over unto Results Marketing Group, LLC the entire right, title, and interest in and to said trademark applications, together with the goodwill of the business in connection with which the trademarks and registrations have been and is being used, all rights to continue said registrations, all common law rights associated therewith, together with the right to bring and maintain actions based on the trademarks.

IN WITNESS WHEREOF, Mountain Marketing Group, LLC has caused this Assignment to be executed on this 1<sup>st</sup> day of March, 2004.

ASSIGNOR:

**Mountain Marketing Group, LLC**

Craig R. Balkin

Authorized Signature

Craig R. Balkin, Member

Printed Name and Title

# 661348\_v19