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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): Asset Marketing Systems, Inc. [] Individual(s) [] Association [] General Partnership [] Limited Partnership [x] Corporation-State [] Other

2. Name and address of receiving party(ies) Name: Asset Marketing Systems, LLC Internal Address: Street Address: 9715 Businesspark Avenue City: San Diego State: CA Zip: 92131 [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [] Corporation-State [x] Other Limited Liability Company-Delaware

3. Nature of conveyance: [x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: March 30, 2004

4. Application number(s) or registration number(s): A. Trademark Application No.(s) Please see Schedule A attached B. Trademark Registration No.(s) Please see Schedule A attached

Additional number(s) attached [] Yes [] No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Charles F. Reidelbach, Jr. Internal Address: Suite 2600 Street Address: 401 West A Street City: San Diego State: CA Zip: 92101

6. Total number of applications and registrations involved: 11 7. Total fee (37 CFR 3.41): \$ 440.00 [] Enclosed [x] Authorized to be charged to deposit account 8. Deposit account number: 501760

DO NOT USE THIS SPACE

9. Signature. Charles F. Reidelbach, Jr. Signature Date April 6, 2004

04/19/2004 DBYRNF 00000036 501760 245 975

Total number of pages including cover sheet, attachments, and document: 4

01 FC:8521 40.00 DA 02 FC:8522 250.00 DA

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

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TRADEMARK REEL: 002951 FRAME: 0888

SCHEDULE A

Trademark Registration	Registration No.	Registration Date
Seniors Only Financial	2,491,975	September 25, 2001
Asset Marketing Systems	2,637,975	October 22, 2002

Trademark Application	Serial No.	Filing Date
Business Brander	78/246,440	May 6, 2003
Taxmax	78/252,839	May 21, 2003
Physician RX	78/252,757	May 21, 2003
Physician Builder (Abandoned)	78/253,139	May 22, 2003
Image Brander	78/255,371	May 28, 2003
Gift Giver	78/256,502	May 30, 2003
Enlightened Educator	78/256,500	May 30, 2003
Guest Speaker	78/256,498	May 30, 2003
The System for Asset Marketing	78/316,940	October 22, 2003
Image	78/377,430	March 2, 2004

Trademark Application	Application Number	Filing Date	Country
Business Brander	2,347,973	November 6, 2003	United Kingdom
Business Brander	1,196,166	November 6, 2003	Canada
Gift Giver	2,348,124	November 6, 2003	United Kingdom
Gift Giver	1,196,167	November 6, 2003	Canada
Image Brander	2,348,251	November 10, 2003	United Kingdom
Image Brander	Not Available	Not Available	Canada
Taxmax	2,348,247	November 10, 2003	United Kingdom
Taxmax	Not Available	November 7, 2003	Canada
Guest Speaker	2,348,250	November 10, 2003	United Kingdom
Guest Speaker	Not Available	November 7, 2003	Canada
Enlightened Educator	Not Available	Not Available	United Kingdom
Enlightened Educator	Not Available	November 7, 2003	Canada
Physician RX	2,348,242	November 10, 2003	United Kingdom
Physician RX	Not Available	November 7, 2003	Canada

TRADEMARK ASSIGNMENT

WHEREAS, Asset Marketing Systems, Inc., a California corporation, with its principal place of business at 9715 Businesspark Avenue, San Diego, CA, 92131 ("ASSIGNOR"), has adopted, used, is using, or intends to use, and is the owner of the following trademarks, now registered or for which an application is now pending in the United States, European and Canadian Trademark Offices, as shown in Schedule A; and

WHEREAS, Asset Marketing Systems, LLC, a Delaware limited liability company, with its principal place of business at 9715 Businesspark Avenue, San Diego, CA, 92131 ("ASSIGNEE"), has succeeded to the business, assets and appurtenant goodwill of ASSIGNOR,

Now, THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR, hereby assigns to ASSIGNEE all right, title, and interest worldwide in and to said trademarks and said registrations and applications therefor, together with the goodwill of the business symbolized by said trademark and the registrations and applications to register the trademarks.

ASSET MARKETING SYSTEMS, INC.

By: 

Name: Colin Fourn

Title: Vice President

Dated effective as of the 31 day of March, 2004.