

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
ENTERTAINMENT PUBLICATIONS OPERATING COMPANY, INC.		10/08/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	ENTERTAINMENT PUBLICATIONS, INC.
Street Address:	1414 E. Maple Road
City:	Troy
State/Country:	MICHIGAN
Postal Code:	48083
Entity Type:	CORPORATION: MICHIGAN

PROPERTY NUMBERS Total: 73

Property Type	Number	Word Mark
Registration Number:	2234690	A+ CARD
Registration Number:	1471626	BABY BONANZA
Registration Number:	1481564	C
Registration Number:	1517965	COMMUNITY COUPON BOOK
Registration Number:	2731743	CONDO RENTALBANK
Registration Number:	2345502	
Registration Number:	1718106	
Registration Number:	2324006	DINE-A-MATE
Registration Number:	1608460	DINING ADVANTAGE
Registration Number:	2038612	DINNER ON US CLUB
Registration Number:	1950567	DINNER ON US CLUB
Registration Number:	1995339	ENTERTAINMENT
Registration Number:	998252	ENTERTAINMENT
Registration Number:	2282001	ENTERTAINMENT

CH \$1840.00 2234690

Registration Number:	1371262	ENTERTAINMENT
Registration Number:	1475348	ENTERTAINMENT
Registration Number:	2797306	ENTERTAINMENT
Registration Number:	2298592	ENTERTAINMENT
Registration Number:	1909948	ENTERTAINMENT
Registration Number:	2797307	ENTERTAINMENT
Registration Number:	2113091	ENTERTAINMENT BUYERS CLUB
Registration Number:	2801546	ENTERTAINMENT DIGITAL SAVINGS CLUB
Registration Number:	2105956	ENTERTAINMENT INTERNATIONAL
Registration Number:	1848006	ENTERTAINMENT NATIONAL
Registration Number:	2537885	ENTERTAINMENT ULTIMATE
Registration Number:	2473871	ENTERTAINMENT ULTIMATE
Registration Number:	2354865	ENTERTAINMENT VALUES
Registration Number:	2257674	FREQUENT VALUES
Registration Number:	2643821	FV
Registration Number:	2338584	
Registration Number:	1920976	
Registration Number:	1480773	GOLD C
Registration Number:	1480774	GOLD C VALUES
Registration Number:	2529851	GREAT TIMES AND GREAT SAVINGS
Registration Number:	1704916	HALFPRICE EUROPE
Registration Number:	1851219	HALFPRICE HOTEL CARD
Registration Number:	1216057	HAPPENINGS
Registration Number:	2323914	
Registration Number:	1900228	HOTELS AT HALFPRICE
Registration Number:	1476239	HOTMAIL
Registration Number:	2220730	INTERNATIONAL VALUES
Registration Number:	1742484	LOCAL CONNECTION
Registration Number:	1895507	NATIONAL VALUES
Registration Number:	1882714	ONE FOR THE CHILDREN
Registration Number:	2437281	ONE FOR THE COMMUNITY
Registration Number:	2072843	ONE FOR THE COMMUNITY
Registration Number:	1817519	PASSBOOK
Registration Number:	1831306	PASSBOOK
Registration Number:	1373165	RENTALBANK

Registration Number:	2278420	RESTAURANT SECRETS
Registration Number:	2323915	RESTAURANT SECRETS
Registration Number:	1833830	SALLY FOSTER
Registration Number:	2004108	SALLY FOSTER
Registration Number:	2154964	SAVERS GUIDE
Registration Number:	2406790	SAVERS GUIDE
Registration Number:	1314586	SAVING SPREE
Registration Number:	1260919	SAVINGS SPREE
Registration Number:	2224774	SCRUMPTIOUS SENSATIONS
Registration Number:	2483777	SUMMER VACATION
Registration Number:	2618497	SUMMER VACATION
Registration Number:	2602013	SUMMER VACATION
Registration Number:	2628603	SUMMER VACATION
Registration Number:	2205092	TASTEFUL TEMPTATIONS
Registration Number:	2300922	TEST THE CHEF
Registration Number:	2316397	TEST THE CHEF
Registration Number:	2243846	THE SMART WAY TO SAVE
Registration Number:	2610918	THE ULTIMATE SAVINGS MEMBERSHIP
Registration Number:	1546338	TRAVEL AMERICA AT HALFPRIce
Registration Number:	2513073	TRAVEL NORTH AMERICA AT HALFPRIce
Registration Number:	2272368	TRIANGLE DINING
Registration Number:	1546690	VALUBOOK
Registration Number:	1863310	WE WROTE THE BOOK ON SAVINGS
Registration Number:	1983487	WORTH ITS WEIGHT IN GOLD!

CORRESPONDENCE DATA

Fax Number: (248)566-8505
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2485668504
Email: tmdocketing@honigman.com
Correspondent Name: Honigman Miller Schwartz and Cohn LLP
Address Line 1: 32270 Telegraph Road
Address Line 2: Suite 225
Address Line 4: Bingham Farms, MICHIGAN 48025

ATTORNEY DOCKET NUMBER: 200325-70702

NAME OF SUBMITTER: Michael A. Lisi, Esq.

Total Attachments: 5

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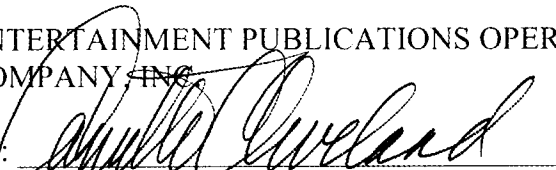
TRADEMARK ASSIGNMENT

ENTERTAINMENT PUBLICATIONS OPERATING COMPANY, INC., a Delaware corporation with an address 2125 Butterfield Road, Troy, Michigan 48084 ("Assignor"), wishes to assign to ENTERTAINMENT PUBLICATIONS, INC., a Michigan corporation with an address at 1414 E. Maple Road, Troy, Michigan 48083 ("Assignee") the entire right, title and interest in and to the trademarks and/or service marks as described in Schedule A, attached hereto, including, without limitation, any and all rights and privileges provided under the trademark and other laws of the United States of America, the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; all common law marks, all applications and registrations for the marks, and any and all renewals thereof, the GOODWILL of the business in which the marks are used, together with the right to bring suit and collect for past infringements thereof (collectively, the "Trademark Rights").

In view of the payment of Ten dollars and 00/100 (\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor DOES HEREBY irrevocably assign and transfer to Assignee, any and all right, title and interest in and to the Trademark Rights. Assignor shall, without further consideration, execute any additional documents as may be reasonably requested by Assignee to prove and record this Assignment, as well as any follow-on assignment agreements as reasonably requested by Assignee.

This Assignment and all terms hereof shall be binding upon and enure to the benefit of the parties and their respective heirs, personal and legal representatives, successors and assigns.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the date set forth below.

ENTERTAINMENT PUBLICATIONS OPERATING
COMPANY, INC.
Date: 10/8/04 By: 
Printed name: Camille Cleveland
Title: VP and General Counsel

OAK_A.599194.1

Schedule A: Trademarks of Entertainment Publications Operating Company, Inc.

Trademark Report by Mark
Country: US
Status: REGISTERED

Printed: 9/9/2004 Page 1

OWNER	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
A+ CARD							
EPOC	200325-82509	7/8/1996	75/131,266	3/23/1999	2234690	REGISTERED	035,036
BABY BONANZA							
EPOC	200325-82510	5/7/1987	73/659,422	1/5/1988	1471626	REGISTERED	035
C DESIGN							
EPOC	200325-82516	4/30/1987	73/658,094	3/22/1988	1481564	REGISTERED	016
COMMUNITY COUPON BOOK							
EPOC	200325-82520	4/25/1988	73/724,440	12/27/1988	1517965	REGISTERED	016
CONDO RENTAL BANK & DESIGN							
EPOC	200325-82521	7/5/2002	76/427,527	7/1/2003	2731743	REGISTERED	016,035
CROWN & DIAMOND DESIGN							
EPOC	200325-82526	6/24/1999	75/736,493	4/25/2000	2345502	REGISTERED	016,035
CROWN DESIGN							
EPOC	200325-82532	2/3/1992	74/242,174	9/22/1992	1718106	REGISTERED	016
DINE-A-MATE							
EPOC	200325-82535	2/5/1999	75/637,074	2/29/2000	2324006	REGISTERED	016
DINING ADVANTAGE							
EPOC	200325-82539	10/16/1989	73/831,383	7/31/1990	1608460	REGISTERED	035
DINNER ON US CLUB							
EPOC	200325-82540	1/29/1996	75/049,509	2/18/1997	2038612	REGISTERED	016
EPOC	200325-82541	9/2/1994	74/569,294	1/23/1996	1950567	REGISTERED	035
ENTERTAINMENT							
EPOC	200325-82596	8/10/1995	74/713,558	8/20/1996	1995339	REGISTERED	035
EPOC	200325-82598	8/31/1970	72/369,519	11/12/1974	998252	REGISTERED	016
EPOC	200325-82599	6/2/1997	75/301,739	9/28/1999	2282001	REGISTERED	035
EPOC	200325-82595	1/30/1985	73/519,993	11/19/1985	1371262	REGISTERED	016
EPOC	200325-82600	5/11/1987	73/660,124	2/2/1988	1475348	REGISTERED	039
EPOC	200325-82597	2/10/2003	76/489,192	12/23/2003	2797306	REGISTERED	035
ENTERTAINMENT (SCRIPT)							
EPOC	200325-82565	6/10/1997	75/305,977	12/7/1999	2298592	REGISTERED	035
EPOC	200325-82564	2/10/1993	74/357,447	8/8/1995	1909948	REGISTERED	016
EPOC	200325-82563	2/10/2003	76/489,193	12/23/2003	2797307	REGISTERED	035

OWNER	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
ENTERTAINMENT BUYERS CLUB							
EPOC	200325-82570	5/16/1994	74/526,061	11/11/1997	2113091	REGISTERED	035
ENTERTAINMENT DIGITAL SAVINGS CLUB							
EPOC	200325-82578	11/22/2001	76/333,200	12/30/2003	2801546	REGISTERED	035
ENTERTAINMENT INTERNATIONAL							
EPOC	200325-82584	5/8/1996	75/100,300	10/14/1997	2105956	REGISTERED	016,035
ENTERTAINMENT NATIONAL							
EPOC	200325-82587	5/28/1993	74/395,949	8/2/1994	1848006	REGISTERED	016,035
ENTERTAINMENT ULTIMATE							
EPOC	200325-82602	7/12/2000	76/088,351	2/12/2002	2537885	REGISTERED	016
EPOC	200325-82603	5/29/1997	75/299,507	7/31/2001	2473871	REGISTERED	035
ENTERTAINMENT VALUES							
EPOC	200325-82608	12/23/1998	75/610,924	6/6/2000	2354865	REGISTERED	016,035,036
FREQUENT VALUES							
EPOC	200325-82619	4/16/1997	75/276,018	6/29/1999	2257674	REGISTERED	035
FV & DESIGN							
EPOC	200325-82621	6/19/2000	76/073,050	10/29/2002	2643821	REGISTERED	016,035
GIFT BOX DESIGN							
EPOC	200325-82623	6/7/1999	75/722,922	4/4/2000	2338584	REGISTERED	036
EPOC	200325-82622	10/15/1993	74/447,499	9/19/1995	1920976	REGISTERED	026
GOLD C							
EPOC	200325-82624	4/30/1987	73/658,095	3/15/1988	1480773	REGISTERED	016
GOLD C VALUES							
EPOC	200325-82635	4/30/1987	73/658,098	3/15/1988	1480774	REGISTERED	016
GREAT TIMES AND GREAT SAVINGS							
EPOC	200325-82637	6/12/2001	76/270,852	1/15/2002	2529851	REGISTERED	016
HALFPRICE EUROPE							
EPOC	200325-82648	4/22/1991	74/159,298	8/4/1992	1704916	REGISTERED	016
HALFPRICE HOTEL CARD							
EPOC	200325-82649	8/26/1993	74/428,731	8/23/1994	1851219	REGISTERED	035
HAPPENINGS (STYLIZED)							
EPOC	200325-82651	8/19/1981	73/324,278	11/9/1982	1216057	REGISTERED	035

OWNER	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
HAT DESIGN							
EPOC	200325-82655	1/27/1999	75/628,713	2/29/2000	2323914	REGISTERED	016,035
HOTELS AT HALFPRICE							
EPOC	200325-82659	9/6/1994	74/571,228	6/13/1995	1900228	REGISTERED	016
HOTMAIL							
EPOC	200325-82660	6/19/1987	73/667,348	2/9/1988	1476239	REGISTERED	039
INTERNATIONAL VALUES							
EPOC	200325-82661	5/8/1996	75/100,301	1/26/1999	2220730	REGISTERED	016,035
LOCAL CONNECTION							
EPOC	200325-82664	8/15/1991	74/194,810	12/22/1992	1742484	REGISTERED	035
NATIONAL VALUES							
EPOC	200325-82669	6/28/1993	74/406,791	5/23/1995	1895507	REGISTERED	016,035
ONE FOR THE CHILDREN & DESIGN							
EPOC	200325-82671	4/22/1991	74/159,379	3/7/1995	1882714	REGISTERED	036,042
ONE FOR THE COMMUNITY							
EPOC	200325-82673	5/8/2000	76/042,759	3/20/2001	2437281	REGISTERED	035
EPOC	200325-82672	2/20/1996	75/059,769	6/17/1997	2072843	REGISTERED	016,036
PASSBOOK							
EPOC	200325-82677	5/6/1991	74/164,293	1/18/1994	1817519	REGISTERED	035
EPOC	200325-82676	2/19/1993	74/360,201	4/19/1994	1831306	REGISTERED	016
RENTALBANK							
EPOC	200325-82682	5/7/1984	73/479,004	11/26/1985	1373165	REGISTERED	036
RESTAURANT SECRETS							
EPOC	200325-82694	10/15/1997	75/373,165	9/14/1999	2278420	REGISTERED	016,035
RESTAURANT SECRETS & DESIGN							
EPOC	200325-82686	1/27/1999	75/628,714	2/29/2000	2323915	REGISTERED	016,035
SALLY FOSTER							
EPOC	200325-82697	9/7/1993	74/432,449	5/3/1994	1833830	REGISTERED	016,026,036
EPOC	200325-82696	6/5/1995	76/684,015	10/1/1996	2004108	REGISTERED	016
SAVERS GUIDE							
EPOC	200325-82698	4/23/1997	75/279,598	5/5/1998	2154964	REGISTERED	016
SAVERS GUIDE							
EPOC	200325-82700	5/12/1998	75/483,483	11/21/2000	2406790	REGISTERED	035

OWNER	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
SAVING SPREE							
EPOC	200325-82706	3/16/1984	73/470,515	1/15/1985	1314586	REGISTERED	016
SAVINGS SPREE							
EPOC	200325-82707	9/29/1982	73/392,614	12/13/1983	1260919	REGISTERED	016
SCRUMPTIOUS SENSATIONS							
EPOC	200325-82711	5/7/1997	75/287,987	2/16/1999	2224774	REGISTERED	036
SUMMER VACATION							
EPOC	200325-82714	12/16/2001	75/980,557	8/28/2001	2483777	REGISTERED	016
EPOC	200325-82715	12/16/1998	75/606,447	9/10/2002	2618497	REGISTERED	041
SUMMER VACATION & DESIGN							
EPOC	200325-82712	3/15/1999	75/980,558	7/30/2002	2602013	REGISTERED	016
EPOC	200325-82713	3/15/1999	75/660,774	10/1/2002	2628603	REGISTERED	041
TASTEFUL TEMPTATIONS							
EPOC	200325-82716	5/7/1997	75/287,986	11/24/1998	2205092	REGISTERED	036
TEST THE CHEF							
EPOC	200325-82724	6/23/1998	75/507,402	12/14/1999	2300922	REGISTERED	016,035
TEST THE CHEF & DESIGN							
EPOC	200325-82720	12/30/1998	75/613,570	2/8/2000	2316397	REGISTERED	016,035
THE SMART WAY TO SAVE							
EPOC	200325-82726	11/12/1997	75/389,147	5/4/1999	2243846	REGISTERED	016,035
THE ULTIMATE SAVINGS MEMBERSHIP							
EPOC	200325-82727	2/13/2001	76/210,677	8/20/2002	2610918	REGISTERED	016,035,036
TRAVEL AMERICA AT HALFPRIce							
EPOC	200325-82731	2/1/1988	73/708,495	7/4/1989	1546338	REGISTERED	016
TRAVEL NORTH AMERICA AT HALFPRIce							
EPOC	200325-82732	12/21/1998	75/608,918	11/27/2001	2513073	REGISTERED	016,035
TRIANGLE DINING							
EPOC	200325-82733	9/23/1998	75/557,470	8/24/1999	2272368	REGISTERED	016
VALUBOOK							
EPOC	200325-82736	11/14/1988	73/763,409	7/4/1989	1546690	REGISTERED	035
WE WROTE THE BOOK ON SAVINGS							
EPOC	200325-82738	8/24/1993	74/428,087	11/15/1994	1863310	REGISTERED	035
WORTH ITS WEIGHT IN GOLD!							
EPOC	200325-82741	10/31/1994	74/592,826	7/2/1996	1983487	REGISTERED	016

END OF REPORT

TOTAL ITEMS SELECTED = 74