

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Marketing Alternatives, Inc.		12/01/2004	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Aviation Points Exchange, Ltd.		
Street Address:	18445 Edison Avenue		
City:	Chesterfield		
State/Country:	MISSOURI		
Postal Code:	63005		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76484337	APEX AVIATION POINT EXCHANGE	
CORRESPONDENCE DATA			
Fax Number:	(314)469-4850		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-469-2610		
Email:	TMAttorneyHeller@aol.com		
Correspondent Name:	Annette P. Heller		
Address Line 1:	14323 S. Outer Forty Ste 512 S		
Address Line 4:	Town & Country, MISSOURI 63017		
ATTORNEY DOCKET NUMBER:	M193 007TM		
NAME OF SUBMITTER:	Annette P. Heller		
Total Attachments: 1 source=m19307ass#page1.tif			

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TRADEMARK ASSIGNMENT

Whereas, Marketing Alternatives, Inc. (Assignor), a Missouri corporation, located and doing business at 18445 Edison Avenue, Chesterfield, MO 63005 is the owner of the trademark APEX AVIATION POINT EXCHANGE, and the trademark serial number 76/484337 filed on January 21, 2003 in the U.S. Patent and Trademark Office, and

Whereas, Aviation Points Exchange, Ltd. (Assignee), a Missouri corporation, with its principal place of business at 18445 Edison Avenue, Chesterfield, MO 63005, is desirous of acquiring said trademark and application.

Now, Therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign nunc pro tunc unto said Assignee, all rights, title and interest in and to the said trademark together with the good will of the business symbolized by the said trademark, and in and to any and all causes of action (either in law or in equity), and the right to enforce any rights and file any causes of action, including the right to recover damages, for any past, present or future infringement or misappropriation of said trademark and the registration thereof effective as of February 18, 2003.

MARKETING ALTERNATIVES INCORPORATED

By: _____

Guy o. McDermott, President

Dated: _____

12-01-04