

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
Adams/PIB Publishing, Inc.		09/01/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bev-AI Communications, Inc.		
Street Address:	420 S. Palm Canyon Drive		
City:	Palm Springs		
State/Country:	CALIFORNIA		
Postal Code:	92262		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2424885	FEATURETRAC	
Registration Number:	2424811	PROMOTRAC	
Registration Number:	2383052	SHELFTRAC	
Registration Number:	2465094	PRICETRAC	
Registration Number:	2535366	ON TRAC	
Registration Number:	2389901	GEONET	
CORRESPONDENCE DATA			
Fax Number:	(312)616-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-616-5652		
Email:	lsullivan@leydig.com		
Correspondent Name:	Leydig Voit & Mayer, Ltd.		
Address Line 1:	Two Prudential Plaza 180 N. Stetson		
Address Line 2:	Suite 4900		
Address Line 4:	Chicago, ILLINOIS 60601-6780		

CH \$165.00 2424885

NAME OF SUBMITTER:	Lynn A. Sullivan
Signature:	/Lynn A. Sullivan/
Date:	01/04/2005
Total Attachments: 2 source=Adams PIB Assign#page1.tif source=Adams PIB Assign#page2.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, Adams/PIB Publishing, Inc. (Assignor), a Delaware corporation, having its principal offices at 68-860 Perez Road, Cathedral City, California 92234 has adopted, used, is using and is the owner of the following marks now registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration. No.</u>	<u>Date of Registration</u>
FEATURETRAC	2,424,885	January 30, 2001
PROMOTRAC	2,424,811	January 30, 2001
SHELFTRAC	2,383,052	September 5, 2000
PRICETRAC	2,465,094	July 3, 2001
ON TRAC	2,535,366	February 5, 2002
GEONET	2,389,901	September 26, 2000

WHEREAS, Bev-Al Communications, Inc. (Assignee), a Delaware corporation, having its principal place of business at 420 S. Palm Canyon Drive, Palm Springs, California 92262 is desirous of acquiring said marks;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said marks, together with the goodwill of the business symbolized by said marks and registrations thereof, and including all common-law and other rights in said marks, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said marks prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment.

Date: Sept 1, 2004

Adams/PIB Publishing, Inc.


By: Mark Adams
Title: President