

6/29/04

07-06-2004

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) 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): Hollywood Movie Magic, Inc., a Nevada corporation. Includes checkboxes for Individual(s), Association, General Partnership, Limited Partnership, Corporation-State (checked), and Other.

2. Name and address of receiving party(ies): Name: Quantum Loyalty Systems, Inc. Internal Address: Street Address: 926 Incline Way, Suite 200. City: Incline Village State: NV Zip: 89451. Includes checkboxes for citizenship and partnership types.

3. Nature of conveyance: Includes checkboxes for Assignment, Merger, Security Agreement, Change of Name (checked), and Other. Execution Date: 06/13/2003.

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 2653584; 2187800; 2375233; 2653583; 2490615.

6. Total number of applications and registrations involved: 5. Includes checkboxes for Enclosed and Authorized to be charged to deposit account.

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Lawrence J. Siskind, Esq. Internal Address: Street Address: Four Embarcadero Center, 39th Floor. City: San Francisco State: CA Zip: 94111.

8. Deposit account number: Includes vertical stamp: OPR/FINANCE JUN 27 AM 8:18.

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9. Signature: Ian K. Boyd, Name of Person Signing. Signature, June 29, 2004, Date.

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

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