

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
Javaology, Inc.		12/31/2004	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Mr. Stephen F. Holderman		
Street Address:	1150 Ludlam Court		
City:	Marco Island		
State/Country:	FLORIDA		
Postal Code:	34145		
Entity Type:	INDIVIDUAL:		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2828384	JAVA OL' OGY	
Serial Number:	76431081	JAVAOLOGIST	
Serial Number:	76431077		
Registration Number:	2887122	SCIENCE OF THE BEAN	
CORRESPONDENCE DATA			
Fax Number:	(612)492-7077		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612.492.7306		
Email:	ip@fredlaw.com		
Correspondent Name:	John Pickerill/FREDRIKSON & BYRON, P.A.		
Address Line 1:	200 South Sixth Street		
Address Line 2:	Suite 4000		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	John C. Pickerill		
Signature:	/John Pickerill/		

OP \$115.00 2828384

TRADEMARK

Date:

02/10/2005

Total Attachments: 2

source=Javaology TM Assignment#page1.tif

source=Javaology TM Assignment#page2.tif

TRADEMARK ASSIGNMENTS

OVERVIEW:

Two (2) trademark assignments are contained in this document. Each assignment relates to the transfer of ownership of the trademarks and federal trademark registrations and applications listed in Schedule A attached hereto (the "Trademarks"). The Trademarks are being transferred to Javaology Enterprises, LLC as the successor to the related business concept in order for Javaology Enterprises, LLC to franchise the associated business concept.

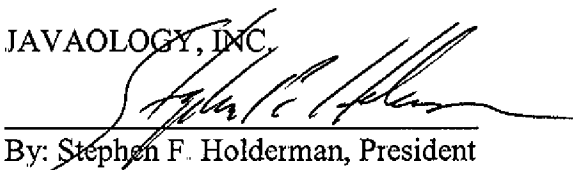
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, each assigning party hereby assigns and transfers to its assignee all right, title, and interest as the assignor may possess in and to the following (collectively, the "Assigned Property"):

- (1) the Trademarks; and
- (2) all other rights appurtenant to the Trademarks, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement; together with the goodwill symbolized by said Trademark and Registration.

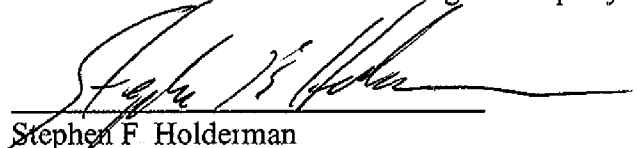
Each assignment in this document is effective as of December 31, 2004.

FIRST ASSIGNMENT: Javaology, Inc. hereby assigns and transfers all of its right, title and interest in and to the Assigned Property to Stephen F. Holderman.

JAVAOLOGY, INC.


By: Stephen F. Holderman, President

SECOND ASSIGNMENT: Stephen F. Holderman hereby assigns and transfers all of his right, title and interest in and to the Assigned Property to Javaology Enterprises, LLC.


Stephen F. Holderman

3072719-7

Schedule A
JAVAOLGY INC.

TRADEMARK

	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
JAVA OL' OGY UNITED STATES	6/20/2002	76/423 802	3/30/2004	2,828 384	REGISTERED	35

JAVA·OL'·O·GY

JAVAOLOGIST UNITED STATES	7/16/2002	76/431,081			ALLOWED	42
-------------------------------------	-----------	------------	--	--	---------	----

JAVAOLOGIST

MISCELLANEOUS DESIGN UNITED STATES	7/16/2002	76/431,077			ALLOWED	43
--	-----------	------------	--	--	---------	----



SCIENCE OF THE BEAN UNITED STATES	6/20/2002	76/423 261	9/21/2004	2,887,122	REGISTERED	35
---	-----------	------------	-----------	-----------	------------	----

SCIENCE OF THE BEAN

3072719-7/3072719-4