

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mr. Stephen F. Holderman		12/31/2004	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Javaology Enterprises, LLC		
<b>Street Address:</b>	599 South Collier Boulevard		
<b>Internal Address:</b>	Suite 302		
<b>City:</b>	Marco Island		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	34145		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2828384	JAVA OL' OGY	
<b>Serial Number:</b>	76431081	JAVAOLOGIST	
<b>Serial Number:</b>	76431077		
<b>Registration Number:</b>	2887122	SCIENCE OF THE BEAN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(612)492-7077		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	612.492.7306		
<b>Email:</b>	ip@fredlaw.com		
<b>Correspondent Name:</b>	John Pickerill/FREDRIKSON & BYRON, P.A.		
<b>Address Line 1:</b>	200 South Sixth Street		
<b>Address Line 2:</b>	Suite 4000		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>NAME OF SUBMITTER:</b>	John C. Pickerill		

OP \$115.00 2828384

Signature:

/John Pickerill/

Date:

02/10/2005

Total Attachments: 2

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## 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.

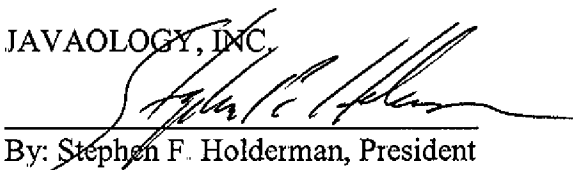
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, each assigning party hereby assigns and transfers to its assignee all right, title, and interest as the assignor may possess in and to the following (collectively, the "Assigned Property"):

- (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.

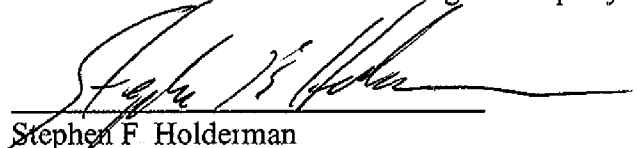
Each assignment in this document is effective as of December 31, 2004.

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
<b>JAVA OL' OGY</b> UNITED STATES	6/20/2002	76/423 802	3/30/2004	2,828 384	REGISTERED	35

JAVA·OL'·O·GY

<b>JAVAOLOGIST</b> UNITED STATES	7/16/2002	76/431,081			ALLOWED	42
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JAVAOLOGIST

<b>MISCELLANEOUS DESIGN</b> UNITED STATES	7/16/2002	76/431,077			ALLOWED	43
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<b>SCIENCE OF THE BEAN</b> UNITED STATES	6/20/2002	76/423 261	9/21/2004	2,887,122	REGISTERED	35
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SCIENCE OF THE BEAN

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