

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
Big Idea, Inc.		02/24/2005	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Bryan Ballinger		
Street Address:	0 S 551 Madison St.		
City:	Winfield		
State/Country:	ILLINOIS		
Postal Code:	60190		
Entity Type:	INDIVIDUAL: UNITED STATES		
Name:	Keith Lango		
Street Address:	2026 Wimbledon		
City:	Allen		
State/Country:	TEXAS		
Postal Code:	75013		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2735410	GRUNTLY & IGGY	
CORRESPONDENCE DATA			
Fax Number:	(312)275-7775		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-442-9076		
Email:	davidbea-law@sbcglobal.net		
Correspondent Name:	David L. Bea		
Address Line 1:	19 S. LaSalle St. Suite 1203		
Address Line 4:	Chicago, ILLINOIS 60603		

OP \$40.00 2735410

NAME OF SUBMITTER:	David L. Bea
Signature:	/David L. Bea/
Date:	03/17/2005
Total Attachments: 3 source=Assignment of Trademarks#page1.tif source=Assignment of Trademarks#page2.tif source=Assignment of Trademarks#page3.tif	

ASSIGNMENT OF TRADEMARKS

This trademark assignment is made effective as of February 24, 2005 by Big Idea, Inc. (“Assignor”), to Bryan Ballinger and Keith Lango (collectively, the “Assignee”).

WHEREAS, Assignor is desirous of assigning to Assignee all of its right, title and interest throughout the world in, to and under the trademark identified in the attached Schedule A (the “Mark”),

WHEREAS, Assignee desires to acquire the entire interest of the Assignor in the Mark, and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, the parties hereto enter into this agreement as follows:

1. Assignment of Rights. Assignor assigns to Assignee all right, title and interest in and to the Mark, including without limitation all goodwill associated therewith or symbolized thereby, all common law rights thereto, all registrations that have been or may be granted thereon, all applications for registration thereof, all records and files relating thereto, together with the right to sue and recover damages and bring other actions for future or past infringements thereof and for other causes of action relating thereto and to fully and entirely stand in the place of the Assignor in all matters related thereto.

2. General Provisions.

(a) Assignor represents and warrants to Assignee that it has not made any other assignment or pledge of the Mark or of any rights therein.

(b) This Assignment shall be construed and enforced in accordance with the laws (other than the conflict of law rules) of the State of New York, United States of America.

(c) The failure of either party to enforce any terms or provisions of this Assignment will not waive any rights under such terms and provisions.

(d) This Assignment shall bind and shall insure to the benefit of the respective parties and their assigns, transferees and successors.

(e) This Assignment may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument.

3. Further Assurances.

At any time and from time to time after the full execution of this Assignment, at the request of the Assignee, and without further consideration, the Assignor will execute and deliver such other instruments of transfer, and provide testimony by affidavit or other appropriate means, and take such other action as the Assignee may reasonably request to

transfer to the Assignee (or its designee), and to confirm the Assignee's (or its designee's, as the case may be) title to or interest in, the Mark, and consummate the other transactions contemplated hereby, at Assignee's expense.

IN WITNESS WHEREOF, this instrument has been executed this 24th day of February, 2005.

BIG IDEA, INC.

By: _____

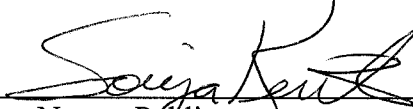
Name: George Stephanopoulos

Title: Executive Vice President

STATE OF NEW YORK)
) SS:
COUNTY OF NEW YORK)

On this 24th day of February, 2005, before me personally appeared George Stephanopoulos, who acknowledged himself to be the Executive Vice President of Big Idea, Inc., and that he, as such Executive Vice President, being authorized to do so, executed this instrument on behalf of such corporation.

IN WITNESS WHEREOF, I hereunto set my hand and official seal.



Notary Public

SONJA KEITH
Notary Public, State of New York
No. 01KE4896737
Qualified in New York County
Commission Expires May 26, 2007

Schedule A

Trademark: GRUNTLY & IGGY

U.S. Registration No. 2,735,410