

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		CHANGE OF NAME	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CHAMELEON MARKETING, LLC		09/09/2003	LLC: ILLINOIS
RECEIVING PARTY DATA			
Name:	ALLEGIANCE MARKETING RESOURCES, LLC		
Street Address:	1372 Shermer Road		
City:	Northbrook		
State/Country:	ILLINOIS		
Postal Code:	60062		
Entity Type:	LLC: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76120824	E-VALUE PLUS	
CORRESPONDENCE DATA			
Fax Number:	(312)551-1101		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312/551-8300		
Email:	ssmilie@pfs-law.com		
Correspondent Name:	Scott W. Smilie; Patzik, Frank & Samotny		
Address Line 1:	150 South Wacker Drive		
Address Line 2:	Suite 900		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Scott W. Smilie		
Signature:	/scott w smilie/		
Date:	03/25/2005		

CH \$40.00 76120824

Total Attachments: 1

900021939

**TRADEMARK
 REEL: 003053 FRAME: 0243**

SUPPORTING DOCUMENTATION FOR TRADEMARK
CHANGE OF NAME DOCUMENTS IS

NO LONGER REQUIRED

UNDER THE

TRADEMARK LAW TREATY ACT

EFFECTIVE

OCTOBER 30, 1999