

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
Arel Group		03/25/2005	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Dear, Inc.		
Street Address:	2870 Pharr Court South		
Internal Address:	suite 2009		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30305		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1906742	OBLIO	
CORRESPONDENCE DATA			
Fax Number:	(732)632-8760		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	732-632-6060		
Email:	prcarey@buchmanlaw.com		
Correspondent Name:	Paulette R. Carey		
Address Line 1:	510 Thornall Street		
Address Line 2:	suite 200		
Address Line 4:	Edison, NEW JERSEY 08837		
NAME OF SUBMITTER:		Paulette R. Carey	
Signature:		/Paulette R. Carey/	
Date:		04/11/2005	

OP \$40.00 1906742

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, Arel Group, a corporation organized and existing under the laws of the State of Georgia is the owner of the trademark OBLIO and of United States trademark registration no. 1906742 therefor (the "Mark"); and

WHEREAS, Dear, Inc., a corporation organized and existing under the laws of the State of Georgia is desirous of acquiring said Mark, the registration therefor, and the goodwill pertaining thereto;

NOW THEREFORE, for the sum of \$1.00 and other good and valuable consideration, receipt of which is hereby acknowledged, Arel Group does hereby assign to Dear, Inc. all right, title and interest in and to the Mark and the registration therefor, together with the goodwill of the business symbolized by the Mark.

Dated this 25 day of March 2005

Arel Group

By: Elvira Gordon
Name:
Title: President