

## 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
BPB USA, INC.		02/25/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	BPB, PLC.		
Street Address:	Langley Park House, Uxbridge Road		
City:	Slough		
State/Country:	UNITED KINGDOM		
Postal Code:	SL3 6DU		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76453390	BPBCONNECT	
CORRESPONDENCE DATA			
Fax Number:	(248)358-3351		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(248) 358-4400		
Email:	cbaunoch@brookskushman.com		
Correspondent Name:	Anessa Owen Kramer		
Address Line 1:	1000 Town Center, 22nd Floor		
Address Line 4:	Southfield, MICHIGAN 48075-1238		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

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REEL: 003079 FRAME: 0497

NAME OF SUBMITTER:	Anessa Owen Kramer
Signature:	/anessa owen kramer/
Date:	05/06/2005
Total Attachments: 1 source=BPB#page1.tif	

## ASSIGNMENT OF SERVICE MARK / TRADEMARK

WHEREAS, BPB USA, INC., a Delaware corporation, with its principal place of business at 5301 West Cypress Street, Suite 300, Tampa, Florida 33607 ("Assignor"), is the owner of the following service mark/trademark and applications therefor in the United States and Canadian Trademark Offices:

<u>Country</u>	<u>Application No.</u>	<u>Mark</u>	<u>Filed</u>
United States	76/453,390	BPBCONNECT	09/20/2002
Canada	1,153,032	BPBCONNECT	09/18/2002

WHEREAS, BPB, PLC., a United Kingdom corporation, with its principal place of business at Langley Park House, Uxbridge Road, Slough, SL3 6DU, England ("Assignee"), is desirous of acquiring said service mark/trademark and the applications therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the said service mark/trademark, together with the goodwill of the business symbolized by the service mark/trademark, and the above identified applications therefor.

BPB USA, INC., Assignor

By: 

Name: D. Lawrence Rayburn

Title: Secretary

Dated: February 25, 2005