

**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>
Marketing and Creative Sales, Inc.		02/25/2005	CORPORATION: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Royalty Partners, Limited Partnership		
<b>Street Address:</b>	26 Chestnut Street, Ste. 2H		
<b>City:</b>	Andover		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01810		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: MASSACHUSETTS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	76298585	TALK TO ME TREATBONE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(314)231-4342		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	3142315400		
<b>Email:</b>	woneill@senniger.com		
<b>Correspondent Name:</b>	William D. O'Neill		
<b>Address Line 1:</b>	One Metropolitan Square		
<b>Address Line 2:</b>	Suite 1600		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63102		
<b>NAME OF SUBMITTER:</b>	William D. O'Neill		
<b>Signature:</b>	/William D. O'Neill/		
<b>Date:</b>	05/17/2005		

CH \$40.00 76298585

Total Attachments: 1

**900024733**

**TRADEMARK  
 REEL: 003086 FRAME: 0047**



## ASSIGNMENT OF TRADEMARK APPLICATION

**WHEREAS Marketing and Creative Sales, Inc.**, "Assignor", with an address of 18010 Pine Canyon Court, Chesterfield, Missouri, has filed an Intent to Use application on the following mark,

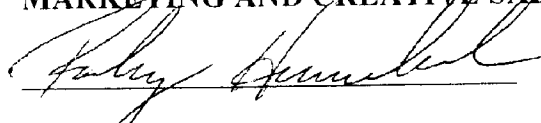
TALK TO ME TREATBONE,  
serial number 76298585,  
filing date August 13, 2001,  
published for opposition August 27, 2002

with the United States Patent and Trademark Office;

**WHEREAS Royalty Partners, Limited Partnership**, "Assignee", with an address of c/o Strategem Associates, Inc., 26 Chestnut Street, Suite 2H, Andover, Massachusetts, is desirous of acquiring said mark and the registration thereof;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above-identified registration thereof.

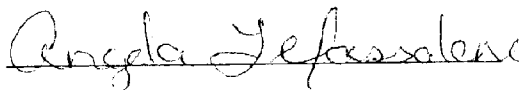
**MARKETING AND CREATIVE SALES, INC.**



Rodney Herrenbruck, Vice President

State of Missouri )  
 )  
County of St. Louis )

Before me personally appeared said Rodney Herrenbruck, Vice President of Marketing and Creative Sales, Inc. who acknowledged the foregoing instrument to be his free act and deed and on behalf of Marketing and Creative Sales, Inc. this 25<sup>th</sup> day of February, 2005.



(Print name) Angela L. Massalone, Notary

