

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
BERTL Inc.		10/29/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MCA Internet, LLC		
Street Address:	420 S. Palm Canyon Drive		
Internal Address:	2nd Floor		
City:	Palm Springs		
State/Country:	CALIFORNIA		
Postal Code:	92262		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78439188	BERTL'S BEST	
CORRESPONDENCE DATA			
Fax Number:	(312)616-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-616-5652		
Email:	lsullivan@leydig.com		
Correspondent Name:	Lynn A. Sullivan, Leydig Voit & Mayer		
Address Line 1:	Two Prudential Plaza, 180 N. Stetson		
Address Line 2:	Suite 4900		
Address Line 4:	Chicago, ILLINOIS 60601-6780		
NAME OF SUBMITTER:	Lynn A. Sullivan		
Signature:	/Lynn A. Sullivan/		
Date:	07/28/2005		

CH \$40.00 78439188

Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

WHEREAS, **BERTL Inc.** (Assignor), a Delaware corporation, with an address of 300 Craig Road, Manalapan, New Jersey 07726 has adopted, used, is using and is the owner of the US Trademark Application for BERTL'S BEST, Serial Number 78/439188 filed in the United States Patent and Trademark Office on June 22, 2004;

WHEREAS, **MCA Internet, LLC** (Assignee), a Delaware limited liability company, having its principal place of business at 420 S. Palm Canyon Drive, 2nd Floor, Palm Springs, CA 92262 is desirous of acquiring said mark;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said mark, together with the goodwill of the business symbolized by said mark and registration thereof, and including all common-law and other rights in said mark, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said mark prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized, does hereby execute this assignment effective on the 29th day of October 2004.

BERTL Inc.

By: 

Title:

MARK NADEL

OWNER / DIRECTOR