

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
Swell, Inc.	FORMERLY Swell.com, Inc.	08/23/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Swell Commerce, Inc.		
Street Address:	32771 Calle Perfecto		
City:	San Juan Capistrano		
State/Country:	CALIFORNIA		
Postal Code:	92675		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	75855716	SWELL	
Serial Number:	75983278	SWELL	
CORRESPONDENCE DATA			
Fax Number:	(949)265-1199		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949.265.1100		
Email:	jharlow@fpsslawyers.com		
Correspondent Name:	Christa D. Perez, Esq.		
Address Line 1:	19800 Macarthur Blvd.		
Address Line 2:	Suite 1100		
Address Line 4:	Irvine, CALIFORNIA 92612-2425		
NAME OF SUBMITTER:	Christa D. Perez, Esq.		
Signature:	/christa d. perez/		
Date:	09/02/2005		

OP \$65.00 75855716

Total Attachments: 1
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ASSIGNMENT OF TRADEMARKS

Whereas, Swell, Inc., a Delaware corporation, having its principal offices at 32401 Calle Perfecto, San Juan Capistrano, California 92675 ("Assignor"), is the owner of the following trademarks now pending in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Serial No</u>	<u>Filing Date</u>
SWELL	75/855716	11/22/1999
SWELL	75/983278	11/22/1999

Whereas, Swell Commerce, Inc., a Delaware corporation, having its principal offices at 32771 Calle Perfecto, San Juan Capistrano, California 92675 ("Assignee"), is desirous of acquiring said trademarks;

Now, Therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademarks together with the goodwill of the business symbolized by said trademarks and that portion of its business to which the trademarks apply.

Dated: August 23, 2005.

Swell, Inc.

By 
Signature

Mark Eldon
Name

CFO
Title