

Form PTO-1594 (Rev. 03/05)  
OMB Collection 0851-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**  
The Rosetta Marketing Strategies Group, LLC

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation- State: \_\_\_\_\_  
 Other Limited Liability Company

Citizenship (see guidelines) Delaware

Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**  Yes  No  
Additional names, addresses, or citizenship attached?

Name: RMSG LLC  
Internal  
Address: 502 Carnegie Center, Suite 100  
Street Address: 502 Carnegie Center, Suite 100  
City: Princeton  
State: New Jersey  
Country: USA Zip: 08540

Association      Citizenship \_\_\_\_\_  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship \_\_\_\_\_  
 Corporation      Citizenship \_\_\_\_\_  
 Other Limited Liability      Citizenship Delaware

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) 7 July 2005

Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)  
78/384,159

B. Trademark Registration No.(s)

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**  
SEGMENT-ON-THE-FLY

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Michael N. Haynes  
Internal Address: 1341 Huntersfield Close  
Keewick, Virginia 22947  
Street Address: 1341 Huntersfield Close  
City: Keewick  
State: Virginia Zip: 22947  
Phone Number: 434-972-9988  
Fax Number: 815-550-8850  
Email Address: Mike@MichaelHaynes.com

**6. Total number of applications and registrations involved:** 1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41)** \$40.00

Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed

**8. Payment Information:**

a. Credit Card      Last 4 Numbers 2688  
Expiration Date 08/06

b. Deposit Account Number \_\_\_\_\_  
Authorized User Name \_\_\_\_\_

**9. Signature:** \_\_\_\_\_ 11 July 2005  
Signature Date  
Michael N. Haynes  
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

OP \$40.00 78384159

ASSIGNMENT AND AGREEMENT

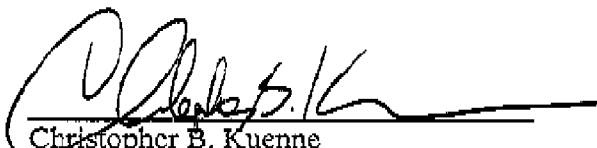
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1005-011

The Rosetta Marketing Strategies Group, LLC, of 502 Carnegie Center, Suite 100, Princeton, New Jersey, 08540, United States of America ("ASSIGNOR"), has adopted, used, and is using the mark SEGMENT-ON-THE-FLY (the "mark"), which is pending in the United States Patent and Trademark Office, Serial Number 78/384,159, filed 15 March 2004.


RMSG LLC, an entity organized and existing under the state laws of Delaware, having its principal place of business at 502 Carnegie Center, Suite 100, Princeton, New Jersey, 08540, United States of America, and its successors, assigns, and legal representatives ("ASSIGNEE"), desires to acquire the mark.

Therefore, for the sum of One Dollar (US\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby sells, assigns, and transfers to ASSIGNEE, the entire and exclusive rights, privileges, title, and interest, in and to the mark, together with the goodwill of the business symbolized by the mark.

Date: July 7, 2005  
  
Christopher B. Kuenne  
Manager  
The Rosetta Marketing Strategies Group, LLC

United States of America )  
State of New Jersey ) seal:  
County of Mercer )  
City of Princeton )

On this 7<sup>th</sup> day of July, 2005, before me personally appeared Chris Kuenne, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of the same on behalf of the identified entity with authority to do so.

  
Notary Public  
BARBARA A. VAN LIEW  
A Notary Public of New Jersey  
My Commission Expires Sept. 01, 2009

TRADEMARK