

Form PTO-1594 (Rev. 03/05)
OMB Collection 0651-0027 (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
Additional names, addresses, or citizenship attached? No

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 Company 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)
78/384,203

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):
PERSONALITY

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

Name: Michael N. Haynes
Internal Address: 1341 Huntersfield Close
Keswick, Virginia 22947
Street Address: 1341 Huntersfield Close
City: Keswick
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: [Signature] 11 July 2005
Signature Date

Michael N. Haynes Total number of pages including cover sheet, attachments, and document: 2
Name of Person Signing

OIP \$40.00 78384203

Documents to be recorded (including cover sheet) should be faxed to (703) 306-6996, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

ASSIGNMENT AND AGREEMENT

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1005-016

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 PERSONALITY (the "mark"), which is pending in the United States Patent and Trademark Office, Serial Number 78/384,203, 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 7th 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