From: Eden at Michael Haynes PLC

Form PTO-1594 (Rev. 03/05)  U.S. DEPARTMENT OF C <u>OMB Collection 0651-0027</u> (exp. 6/30/2005)  United States Patent and Trade					
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.					
The Rosetta Marketing Strategies Group, LLC	2. Name and address of receiving party(les) Additional names, addresses, or citizenship attached?				
Individual(s)	General Partnership Citizenship  Limited Partnership Citizenship  Corporation Citizenship  Other Limited Liability CCitizenship 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)				
A. Trademark Application No.(s) 78/384,229	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): E-PERSONALITY					
5. Name & address of party to whom correspondence concerning document should be mailed: Name: Michael N. Havnes	6. Total number of applications and registrations involved:				
Internal Address: 1341 Huntersfield Close	7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00				
Keswick, Virginia 22947	✓ Authorized to be charged by credit card				
Street Address: 1341 Huntersfield Close	☐ Authorized to be charged to deposit account☐ Enclosed				
City: Keswick	8. Payment Information:				
State: <u>Virginia</u> Zip: <u>22847</u>	a. Credit Card Last 4 Numbers 2688				
Phone Number: 434-972-9988	Expiration Date <u>oa/os</u>				
Fax Number: <u>e15-550-8850</u>	b. Deposit Account Number				
Email Address: Mike @ Michael Haynes.com	Authorized User Name				
9. Signature:	11 July 2005				
Signature	Date				
	Total number of pages including cover sheet, attachments, and document:				

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

TRADEMARK REEL: 003154 FRAME: 0727

## ASSIGNMENT AND AGREEMENT

Page 1 of 1

1005-020

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 E-PERSONALITY (the "mark"), which is pending in the United States Patent and Trademark Office, Serial Number 78/384,229, 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:	Dalı	7	2∞5=-	
			-	

Christopher B. Kuenne

Manager

The Rosetta Marketing Strategies Group, LLC

United States of America

State of New Jersey, seal:

County of MUCL

City of

Princeton, this . 7th day of Ja

, 200 5, before me personally

appeared <u>MIS Wenne</u>, to she 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 From: Eden at Michael Haynes PLC

## CERTIFICATE OF TRANSMISSION

Date of Transmission: 11 July 2005

I hereby certify that the following correspondence is being facsimile transmitted to the attention of the Director of the US Patent and Trademark Office on the above date via the following facsimile number: 703-306-5995.

> PTO-1594 Recordation Form Cover Sheet (1 sheet) Assignment and Agreement (1 sheet) PTO-2038 Credit Card Payment Form (1 sheet)

Application Number

78/384,229

Confirmation No.:

15 March 2004 Document Submission Date: 11 July 2005

Docket:

Filing Date:

1005-020

**RECORDED: 07/11/2005** 

Art Unit:

Examiner: Not Yet Assigned

Inventor:

Pages: 4

11 Jul 2005

Eden Brown

Date

Name of Certifier

Signature of Certifier

**TRADEMARK** REEL: 003154 FRAME: 0729