



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: July 7, 2005

Christopher B. Kuenne  
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.

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

TRADEMARK

# 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.:  
 Filing Date:              15 March 2004  
 Document Submission Date: 11 July 2005

Art Unit:  
 Examiner: Not Yet Assigned  
 Inventor:

**Docket: 1005-020**

**Pages: 4**

11 Jul 2005

Eden Brown



Date

Name of Certifier

Signature of Certifier