From: Eden at Michael Haynes PLC

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):	2. Name and address of receiving party(iee)	
The Rosetta Marketing Strategies Group, LLC	Additional names, addresses, or citizenship attached?	
	Name: RMSG LLC	
Individual(s) Association	Address: 502 Carnegie Center, Suite 100	
General Partnership Limited Partnership	Street Address: 502 Carnegie Center, Suite 100	
Corporation- State:	City: Princeton	
✓ Other Limited Liability Company	State: New Jersey	
Citizenship (see guidelines) Delaware	Country: USA Zip: 08540	
Additional names of conveying parties attached? Yes V No	Association Citizenship	
3. Nature of conveyance)/Execution Date(s) :	General Partnership Citizenship	
Execution Date(s) 7 July 2005	Limited Partnership Citizenship	
✓ Assignment	Corporation Citizenship	
	Other Limited Liability CCitIzenship Delaware	
Security Agreement Change of Name	If assignee is not domicited in the United States, a domestic representative designation is attached:	
Other	(Designations must be a separate document from assignment)	
 Application number(s) or registration number(s) and A. Trademark Application No.(s) 	d identification or description of the Trademark. B. Trademark Registration No.(s)	
78/615,882	, i	
	Additional sheet(s) attached? Yes No	
C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): CRUISE PERSONALITY		
5. Name & address of party to whom correspondence	A Table work and the state of t	
concerning document should be mailed:	6. Total number of applications and registrations involved:	
Name: Michael N. Haynes		
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 Hunterstield Close	Authorized to be charged to deposit account Enclosed	
City: Keawick	8. Payment Information:	
State: <u>Virginia</u> Zip: <u>22947</u>	a. Credit Card Last 4 Numbers 2688 Expiration Date 08/06	
Phone Number: 434-972-9988		
Fax Number: <u>815-550-8850</u>	b Deposit Account Number	
Email Address: Mike@MichaelHaynes.com	Authorized User Name	
9. Signature:	11 July 2005	
Signature	Date	
Mlchael N. Havnes Name of Person Signing	Total number of pages including cover sheet, attachments, and document:	
Hame of Lesson organig		

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 22213-1450

TRADEMARK REEL: 003155 FRAME: 0726

ASSIGNMENT AND AGREEMENT

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1005-025

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 CRUISE PERSONALITY (the "mark"), which is pending in the United States Patent and Trademark Office, Serial Number 78/615,882, filed 25 April 2005.

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:	Jaly 7	2007

Christopher B. Kuenne

Manager

The Rosetta Marketing Strategies Group, LLC

United States of America)

State of New Jersey

) seal:

)

city of Princeton

On this day of , 200 , before me personally appeared , 200 , before me personally 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