

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LEISURE PUBLICATIONS		08/31/2005	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	EDGEELL COMMUNICATIONS, INC.		
Street Address:	4 MIDDLEBURY BOULEVARD		
City:	RANDOLPH		
State/Country:	NEW JERSEY		
Postal Code:	07869		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76627454	MOBILIZER	
CORRESPONDENCE DATA			
Fax Number:	(703)739-9577		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	703-739-4900		
Email:	BTAYLOR@STITES.COM		
Correspondent Name:	BREWSTER TAYLOR		
Address Line 1:	1199 NORTH FAIRFAX STREET		
Address Line 2:	SUITE 900		
Address Line 4:	ALEXANDRIA, VIRGINIA 22314		
ATTORNEY DOCKET NUMBER:	MOBILIZER		
NAME OF SUBMITTER:	BREWSTER TAYLOR		
Signature:	/bt/		
Date:	10/03/2005		

OP \$40.00 76627454

900033197

TRADEMARK
REEL: 003168 FRAME: 0932

Total Attachments: 2

source=MOBILIZER ASSIGNMT#page1.tif

source=MOBILIZER ASSIGNMT#page2.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment, dated as of August 31, 2005 (this "Assignment"), is from Leisure Publications, Inc., a California corporation having a principal business address at 4160 Wilshire Blvd. Los Angeles, California 90010 and (collectively, "Assignor"), to Edgell Communications, Inc., a New Jersey corporation having a principal business address at 4 Middlebury Boulevard, Randolph, New Jersey 07869 ("Assignee").

WHEREAS, Assignor is the owner of record of all right, title and interest in and to the marks listed in Exhibit 1 (the "Marks"); and has agreed to transfer, sell and assign to Assignee all of Assignor's right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor does hereby assign, grant, transfer and otherwise convey to Assignee, its successors and assigns, all rights, title and interest in and to the Marks, including but not limited to all of Assignor's common law rights and registrations pertaining thereto, and all of the goodwill associated therewith, as well as all of the goodwill of the business symbolized by the Mark.
2. Rights and Privileges. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by Assignee and its successors, assigns and other legal representatives.
3. Further Assurances. Assignor agrees to execute and deliver at a future date any additional documents that Assignee reasonably determines are required to perfect Assignee's ownership of or title to the Marks.
4. Authorization. Assignor authorizes and requests any official throughout the United States and the world, whose duty is to register and record ownership in trademark registrations and applications for registration of trademarks, to record Assignee as the assignee and owner of any and all of Assignor's rights in the Marks.
5. Right to Convey. Assignor hereby covenants that it has full right to convey the entire interest herein assigned and that it has not executed, and will not execute, any agreement in conflict herewith.

IN WITNESS WHEREOF, Assignor has duly executed this Trademark Assignment as of the date first written above.

LEISURE PUBLICATIONS, INC.

By: Jules Field
Jules Field, Chief Executive Officer

By: Nancy Field, Pres.
Nancy Field, President

Exhibit 1 to Trademark Assignment

Mark: Mobilizer

Owner: LEISURE PUBLICATIONS, INC.

Date of first use: March 1, 2001

Serial Number: 76/627,454

Application Filed: January 10, 2005

Status: Pending

Goods and Services: Downloadable electronic newsletter relating to the mobile electronic telecommunications industry