

SERVICE MARK ASSIGNMENT

WHEREAS, SJK Enterprises, LLC (hereinafter "ASSIGNOR"), a corporation organized and existing under and by virtue of the laws of the State of Arizona, having its principal place of business at 5110 N. 40th Street, Suite 100, Phoenix, AZ 85018, is the owner of the application for registration of the service mark "ESTORY", filed March 3, 2003 as Serial No. 76/494,240;

AND WHEREAS, ICI ENTERPRISES, LLC (hereinafter "ASSIGNEE"), a corporation organized and existing under and by virtue of the laws of the State of Arizona, having its principal place of business at 7047 E. Greenway Parkway, Suite 180, Scottsdale, Arizona 85254, desires to acquire an interest therein;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents sells, assigns and transfers unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right to the service mark "ESTORY".

EXECUTED as of the date written below by ASSIGNOR.

Date: 9/20/05

SJK ENTERPRISES, LLC
By: [Signature]
Sandy Kosloff, President

STATE OF ARIZONA)
) SS:
County of Maricopa)

On this 20th day of September, 2005, before me, a notary public in and for said county, appeared Sandy Kosloff, President of SJK ENTERPRISES, LLC, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, who acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act, and as the free and voluntary act of SJK ENTERPRISES, LLC, for the uses and purposes therein set forth.

(Seal)

By: [Signature]
Notary Public

My commission expires:

8/25/09



ASSIGNMENT ACCEPTED this 20th day of Sept, 2005.

ICI ENTERPRISES, LLC
By: [Signature]
Sandy Kosloff, President

SNELL & WILMER L.L.P.
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