

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):**

BRAND SENSE MARKETING, LLC

- Individual(s)
- General Partnership
- Corporation- State: \_\_\_\_\_
- Association
- Limited Partnership

Other CALIFORNIA LIMITED LIABILITY CORPORATION

Citizenship (see guidelines) CALIFORNIA

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance /Execution Date(s) :**

EFFECTIVE  
EXECUTION Date(s) MAY 17, 2005

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: BRAND SENSE PARTNERS, LLC

Internal Address: \_\_\_\_\_

Address: \_\_\_\_\_

Street Address: Suite 600, 10100 Santa Monica Blvd.

City: Los Angeles

State: California

Country: United States Zip: 90067

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship \_\_\_\_\_
- Other CALIFORNIA LIMITED LIABILITY COMPANY Citizenship CALIFORNIA

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)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2488825, 2528103

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Lanning G. Bryer

Internal Address: \_\_\_\_\_

Street Address: Ladas & Parry LLP

26 West 61st Street

City: New York

State: New York Zip: 10023

Phone Number: (212) 708-1870

Fax Number: (212) 246-8959

Email Address: lbryer@ladas.com

**6. Total number of applications and registrations involved:**

2

**7. Total fee (37 CFR 2.6(b)(8) & 3.41) \$ 80.00**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 12-0425

Authorized User Name Lanning G. Bryer

**9. Signature:**

  
Signature

October 7, 2005

Date

Lanning G. Bryer

Total number of pages including cover sheet, attachments, and document: 7

(our Ref. NIMAC50719) Name of Person Signing

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 1460, Alexandria, VA 22313-1450

CIH \$66.00 120425 2488825

**State of California**  
**Secretary of State**

**CERTIFICATE OF FILING**  
**OF NAME CHANGE**

I, BRUCE McPHERSON, Secretary of State of the State of California, hereby certify:

That on the **17th day of May, 2005**, there was filed in this office an amendment whereby the Limited Liability Company name of **BRAND SENSE MARKETING, LLC**, a(n) **California** limited liability company, was changed to: **BRAND SENSE PARTNERS, LLC**.

IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of August 18, 2005.



BRUCE McPHERSON  
Secretary of State

lar

UNITED STATES OF AMERICA

SCHEDULE

BRAND SENSE MARKETING

No. 2488825

Dated: September 11, 2001

BRANDSENSE MARKETING

No. 2528103

Dated: January 8, 2002

UNITED STATES OF AMERICAPOWER OF ATTORNEY

The undersigned hereby appoints, jointly and severally with full power of substitution:

ALLAN S. PILSON

ROBERT ALPERT

DANIEL F. ZENDEL

LANNING G. BRYER

JOSEPH J. VILLAPOL

DENNIS S. PRAHL

GEORGIA N. GOUNARIS

MARY A. MOY

NADIA K. DROUMBANIS

members of the Bar of the State of New York, c/o Ladas & Parry LLP, 26 West 61st Street, New York, New York 10023, United States of America, to record assignments, mergers, consolidations, changes of name and changes of address and to take all action with respect to the following Trademark Registration or Application for Trademark Registration:

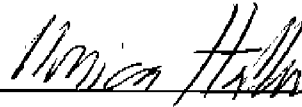
BRAND SENSE MARKETING

No. 2488825

Dated: September 11, 2001

BRAND SENSE PARTNERS, LLC

[Corporate Seal]

By  Vice President, Finance  
[Title]12 July 2005  
[Date]

UNITED STATES OF AMERICA

POWER OF ATTORNEY

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[Corporate Seal]

By

Vice President, Finance  
[Title]

12 July, 2005

[Date]