

9/14/05

09-19-2005

RE



RECORDATION FOR
TRADEMARKS 103084206

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):

The Rosetta Marketing Strategies Group, LLC

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other Limited Liability Company
- Association
- Limited Partnership

Citizenship (see guidelines) Delaware

Additional names of conveying parties attached? Yes No

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

Execution Date(s) 7 July 2005

- Assignment
- Security Agreement
- Other Document ID No.: 700193866
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: RMSG LLC

Internal

Address: 502 Carnegie Center, Suite 100

Street Address: 502 Carnegie Center, Suite 100

City: Princeton

State: New Jersey

Country: USA Zip: 08540

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other Company Citizenship Delaware

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)
78/384,329

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

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

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

Name: Michael N. Haynes

Internal Address: 1341 Huntersfield Close

Keswick Virginia 22947

Street Address: 1341 Huntersfield Close

City: Keswick

State: Virginia Zip: 22947

Phone Number: 434-972-9988

Fax Number: 815-550-8850

Email Address: Mike@MichaelHaynes.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

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

8. Payment Information:

a. Credit Card Last 4 Numbers 2688

Expiration Date 09/15/2005
09/15/2005 LMUELLER 00000007 78384329

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Signature

13 September 2005

Date

Michael N. Haynes

Name of Person Signing

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

2

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 22313-1450

07/11/2005
700193866

Form PTO-1594 (Rev. 03/05)

OMB Collection 0551-0027 (exp. 8/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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Kenwick, Virginia 22947

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City: Kenwick

State: Virginia Zip: 22947

Phone Number: 434-872-8888

Fax Number: 815-560-8880

Email Address: Mike@MichaelHaynes.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.8(b)(6) & 3.41) \$40.00

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- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers 2026
Expiration Date 06/06

b. Deposit Account Number _____
Authorized User Name _____

9. Signature:

Signature

11 July 2005

Date

Michael N. Haynes

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: **2**

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5986, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22315-1450

ASSIGNMENT AND AGREEMENT

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1005-021

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 TRAVEL & LEISURE PERSONALITY (the "mark"), which is pending in the United States Patent and Trademark Office, Serial Number 78/384,329, 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

[Signature]
Christopher B. Kucenne
Manager
The Rosetta Marketing Strategies Group, LLC

United States of America)
State of New Jersey) seal:
County of Mercer)
City of Princeton)

On this 7th day of July, 2005, before me personally appeared Chris Kucenne, 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.

[Signature]
Notary Public
BARBARA A. VAN LIEW
A Notary Public of New Jersey
My Commission Expires Sept. 01, 2009

013/035

07/07/2005 THU 16:12 FAX 609 580 4044 Rosetta Marketing