

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	08/17/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
VenVest, Inc.		01/03/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Benjamin Franklin Franchising, LLC
Street Address:	7777 Bonhomme Ave.
Internal Address:	Suite 1800
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63105
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	76607386	WHEN WE SAY WE'RE GOING TO BE THERE, WE'LL BE THERE

CORRESPONDENCE DATA

Fax Number: (314)469-4850
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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 Address Line 4: Town & Country, MISSOURI 63017

ATTORNEY DOCKET NUMBER:	B217 021TM
NAME OF SUBMITTER:	Annette P. Heller

OP \$40.00 76607386

Signature:

/aph72met/

Date:

01/17/2006

Total Attachments: 1

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TRADEMARK ASSIGNMENT

Whereas, VenVest, Inc. (Assignor), a Delaware corporation, located and doing business at 7777 Bonhomme Ave., Suite 1800, St. Louis, Missouri 63105, is the owner of the trademark WHEN WE SAY WE'RE GOING TO BE THERE, WE'LL BE THERE, and the trademark application number 76/607386 filed on August 17, 2004 in the United States Patent and Trademark Office, and

Whereas, Benjamin Franklin Franchising, LLC (Assignee), a Missouri limited liability company, located and doing business at 7777 Bonhomme Ave., Suite 1800, St. Louis, Missouri 63105, is desirous of acquiring said trademark and trademark application.

Now, Therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign *nunc pro tunc* unto said Assignee, all rights, title and interest in and to the said trademark together with the good will of the business symbolized by the said trademark, and in and to any and all causes of action (either in law or in equity), and the right to enforce any rights and file any causes of action, including the right to recover damages for any past, present or future infringement or misappropriation of said trademark and the application thereof effective as of August 17, 2004.

VenVest, Inc.

By: 
Patricia A. Myers, Vice President

Dated: 1-3-06