

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	10/07/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Menasha Corporation		01/23/2006	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	LeveragePoint Media Corp.
Street Address:	2895 Greenspoint Parkway
Internal Address:	Suite 250
City:	Hoffman Estates
State/Country:	ILLINOIS
Postal Code:	60195
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Serial Number:	78480738	LABEL\$DOLLAR
Serial Number:	78504227	LEVERAGE THE POWER OF THE PERIMETER
Serial Number:	78488538	LEVERAGEPOINT MEDIA
Serial Number:	78504233	PERIMETER POWER

CORRESPONDENCE DATA

Fax Number: (312)554-3301
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312.554.3300
 Email: docket@wwrfirm.com
 Correspondent Name: Roger H. Stein
 Address Line 1: Wallenstein Wagner & Rockey, LTD.
 Address Line 2: 311 S. Wacker Dr., 53rd Floor
 Address Line 4: Chicago, ILLINOIS 60606-6630

CH \$115.00 78480738

ATTORNEY DOCKET NUMBER:	5830 W 001 TMK APPS.
NAME OF SUBMITTER:	Roger H. Stein
Signature:	/Roger H. Stein/
Date:	01/27/2006
Total Attachments: 2 source=Assignment for TMK Apps for 5830 W 001#page1.tif source=Assignment for TMK Apps for 5830 W 001#page2.tif	

**CONFIRMATORY (NUNC PRO TUNC) ASSIGNMENT
OF TRADEMARK AND/OR SERVICE MARK APPLICATIONS**

WHEREAS, MENASHA CORPORATION, a Wisconsin corporation of 1645 Bergstrom Road, Neenah, Wisconsin 54957-0367 (hereinafter "MENASHA"), was the owner of the trademarks and service marks listed on the attached Schedule A;

WHEREAS, LEVERAGEPOINT MEDIA CORP., a Wisconsin corporation of 2395 Greenspoint Parkway, Suite 250, Hoffman Estates, Illinois 60195 (hereinafter "LEVERAGEPOINT"), was desirous of acquiring all right, title and interest in and to the foregoing trademarks and/or service marks, together with the goodwill of the business with which the marks are used and which are symbolized by the marks, and the right of recovery in all legal actions based on such marks;

WHEREAS, MENASHA warrants it was the owner of the foregoing trademarks and service marks and has no knowledge that title in and to said trademarks and/or service marks has been adversely affected in any manner;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, MENASHA does hereby confirm the assignment and transfer as of October 7, 2004, MENASHA's entire right, title and interest in and to the foregoing trademarks and/or service marks therefor, together with the goodwill of the business in connection with which the marks are used and which are symbolized by the marks, as fully and entirely as the same would have been held and enjoyed by it if this Assignment had not been made, including the right to pursue all actions based on such marks and to recover for past infringement or violations of law relating to said marks, the same to be held and enjoyed by LEVERAGEPOINT and its legal representatives, successors and assigns, for its own use and enjoyment, and for the use and enjoyment of its assigns, successors, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by MENASHA had this Assignment not been made.

This Nunc Pro Tunc Assignment is executed at Neenah, Wisconsin, the 23rd day of January, 2006, and effects the assignment of said trademarks and/or service marks as of January 23, 2006.

MENASHA CORPORATION

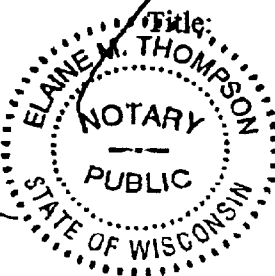
Date: 1/23/2006

By: Thomas J. Pender
Name:

Title:

Subscribed and sworn to before me this
23rd day of January, 2006.

Elaine M. Thompson
NOTARY PUBLIC 1237817



TRADEMARK

REEL: 003235 FRAME: 0392

SCHEDULE A

<u>U.S. Service Mark Applications</u>	<u>Serial Number</u>	<u>Filing Date</u>
LABELSDOLLAR	78/480,738	September 9, 2004
LEVERAGE THE POWER OF THE PERIMETER	78/504,227	October 22, 2004
LEVERAGEPOINT MEDIA	78/488,538	September 23, 2004
PERIMETER POWER	78/504,233	October 22, 2004

<u>Canadian Trademark Applications</u>	<u>Serial Number</u>	<u>Filing Date</u>
BBQ EDGE	1156067	October 17, 2002
HISPANIC EDGE	1156066	October 17, 2002
PROMOTE ON MILK	1156065	October 17, 2002