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## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.104/13/2005  
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<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Modern Business Technology, Inc.		02/25/2005	CORPORATION
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mr. John Murphy		
<b>Street Address:</b>	6727 Shamrock Glen Circle		
<b>City:</b>	Middleton		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53562		
<b>Entity Type:</b>	INDIVIDUAL		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	75231043	RVA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)223-5000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	414-273-2100		
<b>Email:</b>	meberle@whdlaw.com		
<b>Correspondent Name:</b>	Mary E. Eberle		
<b>Address Line 1:</b>	555 East Wells Street		
<b>Address Line 2:</b>	Suite 1600		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202-3518		
<b>NAME OF SUBMITTER:</b>	Mary E. Eberle		
<b>Signature:</b>	/Mary E. Eberle/		
<b>Date:</b>	04/13/2005		
<b>Total Attachments: 2</b>			

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Form PTO-1594 (Rev. 07/05)  
OMB Collection 0951-0077 (exp. 6/30/2006)

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):

Modern Business Technology, Inc.

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

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

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

Execution Date(s) 12/08/05

- Assignment
- Security Agreement
- Other Connective Real/Forms 0030850763
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: John Murphy

Internal

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

Street Address: 6727 Shamrock Glen Circle

City: Middleton

State: WI

Country: USA

Zip: 53562

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other \_\_\_\_\_

Citizenship \_\_\_\_\_  
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)

A. Trademark Application No.(s)  
78/281,043

Identification or description of the Trademark.

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):  
RIVA (Filing Date: March 27, 2003)

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

Name: Mary E. Ehrle

Internal Address: Suite 300

Street Address: One East Main Street

City: Madison

State: WI

Zip: 53703-3300

Phone Number: 608-258-4440

Fax Number: 608-258-7138

Email Address: mehrle@mbt.com

6. Total number of applications and registrations involved:

1

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

\$ 65.00

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

\$ 23-2053

8. Payment Information:

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

b. Deposit Account Number 23-2053

Authorized User Name Whyte Hitchcock Guide

9. Signature

Mary Ehrle  
Mary E. Ehrle

Signature

Name of Person Signing

January 6, 2006

Date

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

Documents to be recorded (including cover sheet) should be filed to (771) 873-0148, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22313-1460

**ASSIGNMENT OF RIVA SOFTWARE AND INTELLECTUAL PROPERTY  
ASSOCIATED WITH RIVA SOFTWARE**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **MODERN BUSINESS TECHNOLOGY, INC.** hereby sells, transfers and assigns to **JOHN MURPHY**, and his successors and assigns, the entire right, title and interest in and to Remote Interactive Virtual Assistance & Wayfinding System (RIVA) software and the following intellectual property associated with the RIVA software.

1. The mark RIVA and U.S. Trademark Application No. 78/231,043 directed to the mark RIVA, filed on March 27, 2003, together with the goodwill of the business symbolized by the mark and any registration thereof and the right to recover damage for past infringement of the mark.
2. All rights of copyright in and to RIVA software throughout the world, and the right to file and prosecute any application for copyright registration in any country of the world.
3. U.S. Patent Application No. 09/815,155, entitled "System and Method for Greeting a Visitor" filed on March 22, 2001 and, in and to, any and all U.S. Letters Patent to be obtained by the above application, or any continuation, division, renewal, or substitute thereof, and, as to any and all U.S. Letters Patent, to any and all reissues or re-examinations thereof, and any legal equivalent thereof in a foreign country, including the right to claim priority.
4. Any other works, inventions, discoveries, creations, ideas, trade secrets, software documentation, technical data and know-how related to the RIVA software; any source or object code, graphics, content, materials, or documentation related to any web sites describing the RIVA software; and any other intellectual property made, developed, created, conceived, or invented, whether patentable, trademarkable, copyrightable or not, related to the RIVA software.

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Effective the 6<sup>th</sup> day of December, 2004.

**MODERN BUSINESS TECHNOLOGY, INC.**



Name: John Murphy

Title: President


State of WI)

: ss

County of Jefferson)

Personally appeared before me this 25 day of February, 2005,  
John Murphy, to me known to be the person whose name is  
subscribed to the foregoing instrument, and acknowledged that he signed, sealed and  
delivered the said instrument as his free and voluntary act and deed for the uses and  
purposes therein set forth.

(SEAL)

  
\_\_\_\_\_  
Notary Public

My Commission expires Sept 28, 2008

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