

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ZSERVE CORPORATION		05/16/2006	CORPORATION: UTAH
RECEIVING PARTY DATA			
Name:	SPARK NETWORKS, PLC		
Street Address:	8383 Wilshire Blvd #800		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90211		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2730091	DATEMATE	
Registration Number:	2536391	LDSSO	
CORRESPONDENCE DATA			
Fax Number:	(801)578-6999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(801) 578-6994		
Email:	TM-SLC@stoel.com		
Correspondent Name:	John R. Thompson		
Address Line 1:	201 South Main Steet, Suite 1100		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	50624/2		
NAME OF SUBMITTER:	John R. Thompson		
Signature:	/John R. Thompson/		
Date:	05/22/2006		

OP \$65.00 2730091

Total Attachments: 4

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ASSIGNMENT OF SERVICE MARK RIGHTS

WHEREAS, ZSERVE CORPORATION (“Assignor”), of 789 South 900 East, Springville, Utah, 84663, is the owner of record of the service marks, service mark applications, and service mark registrations identified on Exhibit “A” attached hereto, and has a *bona fide* intent to use the service marks identified in the service mark applications; and

WHEREAS, SPARK NETWORKS, PLC (“Assignee”), a corporation organized under the laws of England and Wales, having a place of business at 8383 Wilshire Blvd #800, Beverly Hills, California, 90211, is desirous of acquiring from Assignor the entire right, title and interest in and to the service marks identified on Exhibit “A”, together with the service mark registrations, service mark applications and the business and accompanying goodwill pertaining thereto, including that portion of Assignor’s business and goodwill with which the Assignor has a *bona fide* intent to use the service marks and pending service mark applications, and Assignor is willing to assign the service marks, service mark registrations, service mark applications and associated business and goodwill to Assignee.

NOW, THEREFORE, in consideration of One Dollars (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, the entire right, title, and interest in and to the aforesaid service marks, including the service mark registrations, service mark applications and business and goodwill pertaining thereto, including that portion of Assignor’s business and goodwill in connection with which Assignor has a *bona fide* intent to use the service marks, together with all claims, demands and causes of action for the past infringement of any or all of the service marks or for unfair competition in business in connection therewith, the same to be

held and enjoyed by Assignee, its successors, assigns or other legal representatives as fully and entirely as the same would or could have been held and enjoyed by Assignor had this Assignment not been made.

Assignor warrants, covenants and represents that it is the owner of the aforesaid service marks, service mark registrations, service mark applications and associated business and goodwill; that it has the full right to convey the entire interest hereby assigned; and that it has not and will not assign or otherwise transfer any of the rights hereby assigned to any third party.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed as of the 16 day of May, 2006.

Assignor:
ZSERVE CORPORATION

By: *Robert K. Haupt*

Name: Robert K. Haupt

Title: President

STATE OF UTAH)
) ss:
COUNTY OF SALT LAKE)

BEFORE ME, a Notary Public, on this day personally appeared Robert K. Haupt known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for purposes and consideration therein expressed.

Given under my hand and seal this 16 day of May, 2006.

Lynae Flygare
Notary Public, State of Utah

My Commission Expires: Dec 29 2008

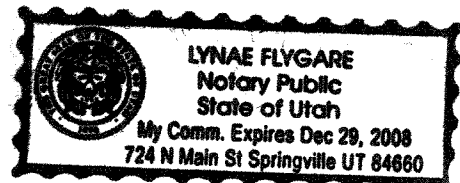


EXHIBIT A

SERVICE MARKS

<u>MARK</u>	<u>SERIAL NO./REG. NO.</u>
DATEMATE	U.S. Reg. No. 2,730,091
LDSSO	U.S. Reg. No. 2,536,391
LDSSO	European Community Reg. No. 2,463,420
LDSSO	Canadian Reg. No. TMA 584,107