

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Barry Jon Beck and Marla Malcolm Partnership (composed of Barry Jon Beck and Marla Malcolm, both U.S. citizens)		06/15/2006	PARTNERSHIP: MARYLAND

**RECEIVING PARTY DATA**

<b>Name:</b>	Bluemercury, Inc.
<b>Street Address:</b>	1010 Wisconsin Avenue, NW, Suite 315
<b>City:</b>	Washington
<b>State/Country:</b>	DISTRICT OF COLUMBIA
<b>Postal Code:</b>	20007
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Registration Number:	3061805	BLUEMERCURY
Registration Number:	2435839	BLUEMERCURY
Serial Number:	76538055	BLUEMERCURY
Serial Number:	76613748	BLUEMERCURY
Serial Number:	76538054	M 61

**CORRESPONDENCE DATA**

Fax Number: (202)223-2085  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 202-861-3900  
 Email: dctrademarks@dlapiper.com  
 Correspondent Name: Thomas E. Zutic, Esq. - DLA PIPER et al  
 Address Line 1: 1200 Nineteenth Street, NW  
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20036-2412

OP \$140.00 3061805

ATTORNEY DOCKET NUMBER:	216870-8
NAME OF SUBMITTER:	Thomas E. Zutic, Esq.
Signature:	/Thomas E. Zutic/
Date:	06/19/2006
Total Attachments: 4 source=bluemercury#page1.tif source=bluemercury#page2.tif source=bluemercury#page3.tif source=bluemercury#page4.tif	

## TRADEMARK ASSIGNMENT

This Trademark Assignment is made on June 15, 2006 by and between **The Barry Jon Beck and Marla Malcolm Partnership**, composed of **Barry Jon Beck**, a citizen of the United States, and **Marla Malcolm**, a citizen of the United States, with a principal place of business at 6908 Armat Drive, Bethesda, Maryland 20817 (hereinafter "Assignor"), and **Bluemercury, Inc.**, a Delaware corporation, with its principal place of business at 1010 Wisconsin Avenue, NW, Suite 315, Washington, DC 20007 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks listed on the attached schedule (hereinafter the "Marks"); and

WHEREAS, Assignor is desirous of assigning, and Assignee is desirous of obtaining, all right, title and interest in and to the Marks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys unto Assignee all right, title, and interest of Assignor in and to the Marks, together with the goodwill of the business symbolized by the Marks, the same to be held and enjoyed by Assignee for its own, and for the use and enjoyment of its successors, assigns and/or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims for damages by reason of past infringement of the Marks, with the right to sue for, and collect the same for its own use and behalf, and for the use on behalf of its successors, assigns, or other legal representatives.

In addition, in connection with the assignment above, the Assignor hereby represents and warrants to the Company that the Assignor (i) owns all right, title and interest in and to the Marks and (ii) has not taken any action that would result in any third party having any ownership or other rights in the Marks or that would create any lien or other encumbrance on any of the Marks.

ASSIGNOR: **The Barry Jon Beck and  
Marla Malcolm Partnership**

ASSIGNEE: **Bluemercury, Inc.**

X By:   
Name: **Barry Jon Beck**

By: \_\_\_\_\_

Name: \_\_\_\_\_

By: \_\_\_\_\_  
Name: **Marla Malcolm**

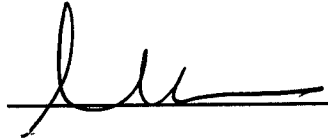
Title: \_\_\_\_\_

**[Signature Page to Trademark Assignment]**

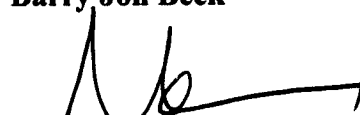
ASSIGNOR: **The Barry Jon Beck and  
Marla Malcolm Partnership**

ASSIGNEE: **Bluemercury, Inc.**

By: \_\_\_\_\_  
Name: **Barry Jon Beck**

X By:  \_\_\_\_\_

Name: Marla Malcolm Beck

X By:  \_\_\_\_\_  
Name: **Marla Malcolm**

Title: CEO

**[Signature Page to Trademark Assignment]**

**SCHEDULE OF TRADEMARKS**

<b>Country</b>	<b>Trademark</b>	<b>Class</b>	<b>Registration No.</b>
United States	BLUEMERCURY	25	3,061,805
United States	BLUEMERCURY	35	2,435,839

<b>Country</b>	<b>Trademark</b>	<b>Class</b>	<b>Application No.</b>
United States	BLUEMERCURY	3	76/538,055
United States	BLUEMERCURY	18 & 25	76/613,748
United States	M 61	3	76/538,054

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