

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
BOCNY, LLC		06/28/2006	LIMITED LIABILITY COMPANY:

**RECEIVING PARTY DATA**

Name:	Kanoodle.com, Inc.
Street Address:	2390 North Forest Road
Internal Address:	Suite 10
City:	Getzville
State/Country:	NEW YORK
Postal Code:	14068
Entity Type:	CORPORATION:

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Serial Number:	76616090	BRIGHTADS
Registration Number:	2984604	CONTEXTTARGET
Serial Number:	78603944	DEMOTARGET
Registration Number:	3067103	DOMAINHOP
Registration Number:	2610179	KANOODLE.COM
Serial Number:	76579861	KEYWORDTARGET
Registration Number:	3074819	LOCALTARGET

**CORRESPONDENCE DATA**

Fax Number: (716)849-0349  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 716.856.4000  
 Email: rwatt@hodgsonruss.com  
 Correspondent Name: Rachel S. Watt

CH \$190.00 76616090

Address Line 1: Hodgson Russ LLP  
Address Line 2: One M&T Plaza, Suite 2000  
Address Line 4: Buffalo, NEW YORK 14203-2391

ATTORNEY DOCKET NUMBER:	000161.00777
NAME OF SUBMITTER:	Rachel S. Watt
Signature:	/rachel s. watt/
Date:	06/30/2006

Total Attachments: 3  
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## ASSIGNMENT AND RELEASE OF SECURITY INTEREST

This Assignment and Release of Security Interest dated as of June~~28~~, 2006, is given by BOCNY, LLC, having its principal place of business at 152 West 57<sup>th</sup> Street, 20<sup>th</sup> Floor, New York, New York 10019 (hereinafter "BOCNY"), to Kanoodle.com, Inc., having its principal place of business at 2390 North Forest Road, Suite 10, Getzville, New York 14068 (hereinafter "Kanoodle"); and

WHEREAS, Kanoodle was indebted to BOCNY; and

WHEREAS, Kanoodle, as security for that indebtedness, did grant to BOCNY a security interest in and to the trademark applications and trademark registrations associated therewith referred to in Exhibit "A" attached hereto and made a part hereof, as set forth in security agreements (the "Agreements"), which were recorded in the United States Patent and Trademark Office on February 14, 2005, at Reel 3134, Frame 0907; on August 19, 2005, at Reel 3212, Frame 0509; and on August 19, 2005 at Reel 3214, Frame 0462;

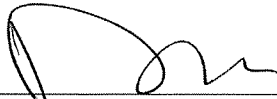
WHEREAS, said indebtedness has been paid in full and said security interest is thereby not required.

NOW, THEREFORE, BOCNY does hereby release and relinquish to Kanoodle all its right, title and interest in, to and under the aforesaid trademark applications and trademark registrations therefor, and in and to and under the Agreements, and does hereby agree that the filing of said Agreements may be removed of record in its entirety by the filing of this Release with the United States Patent and Trademark Office, and wherever else such filing may be needed. This Release shall be binding upon and inure to the benefit of Kanoodle and BOCNY and their respective successors and assigns.

[Signature Page Follows]

BOCNY, LLC

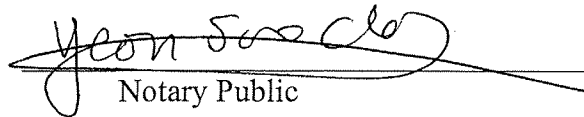
By:



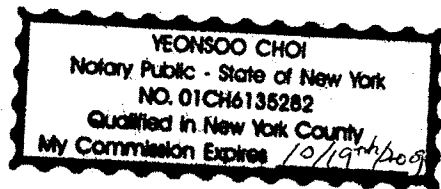
A. David Kocen  
Vice President

STATE OF NEW YORK     )  
  )SS.:  
COUNTY OF New York )

On the 23rd day of June in the year 2006 before me, the undersigned, a notary public in and for said state, personally appeared A. David Kocen, personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.



Notary Public



**EXHIBIT "A"**

**TRADEMARK**

**SERIAL/REGISTRATION NO.**

BRIGHTADS	76/616,090
CONTEXTTARGET	2,984,604
DEMOTARGET	78/603,944
DOMAINHOP	3,067,103
KANOODLE.COM	2,610,179
KEYWORDTARGET	76/579,861
LOCALTARGET	3,074,819

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