

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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|----------------------------------|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| PMH Caramanning, Inc. | | 06/15/2006 | CORPORATION: MICHIGAN |
| RECEIVING PARTY DATA | | | |
| Name: | Pitney Bowes Inc. | | |
| Street Address: | One Elmcroft Road, World Headquarters | | |
| City: | Stamford | | |
| State/Country: | CONNECTICUT | | |
| Postal Code: | 06926-0700 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2801172 | INCENTIS | |
| Registration Number: | 2553964 | P = M X SKA X O | |
| Registration Number: | 2221119 | RESULTS BY DESIGN | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (203)924-3919 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 203-924-3579 | | |
| Email: | iptl@pb.com | | |
| Correspondent Name: | Jessica L. Elliott | | |
| Address Line 1: | 35 Waterview Drive | | |
| Address Line 2: | 26-22 | | |
| Address Line 4: | Shelton, CONNECTICUT 06484-8000 | | |
| ATTORNEY DOCKET NUMBER: | TS1370 | | |
| NAME OF SUBMITTER: | Jessica L. Elliott | | |

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| Signature: | /Jessica L. Elliott/ |
| Date: | 08/22/2006 |
| Total Attachments: 4 source=PMH#page1.tif source=PMH#page2.tif source=PMH#page3.tif source=PMH#page4.tif | |

ASSIGNMENT OF TRADEMARKS

WHEREAS, PMH/Caramanning, Inc. having its principal office at Suite 202, 34705 W. Twelve Mile Road, Farmington Hills, MI 48331, hereinafter referred to as "PMH", has adopted and used the following trademarks, and is the sole and exclusive owner of the following United States trademark registrations:

| MARK | REGISTRATION NO. | REGISTRATION DATE |
|-------------------|-------------------------|--------------------------|
| INCENTIS | 2,801,172 | December 30, 2003 |
| P = M X SKA X O | 2,553,964 | March 26, 2002 |
| RESULTS BY DESIGN | 2,221,119 | February 2, 1999 |

and Pitney Bowes Inc., a company incorporated in the State of Delaware and having its principal office at 1 Elmcroft Road, Stamford, CT 06926-0700, hereinafter referred to as "PITNEY BOWES", desires to acquire such trademarks, any applications therefor, any registrations therefor and the goodwill of any business symbolized by such trademarks.

WHEREAS, this Assignment of Trademarks is delivered pursuant to, and is subject to the terms and conditions of, that certain Asset Purchase Agreement, dated as of May 19, 2006 (the "Asset Purchase Agreement"), by and among PITNEY BOWES, PMH, Advertising Audit Service, Inc., a Michigan corporation, Shufelt, Inc., a Michigan corporation, John M. Shufelt, an individual resident in the State of Florida, the John M. Shufelt Trust U/A dated 10-26-82, as amended, a trust organized under the laws of the State of Michigan, and, solely for the purposes of Section 5.9 and 5.11 thereof, Arthur Fiordaliso, an individual resident in the State of Michigan.

NOW, THEREFORE, for the consideration described in the Asset Purchase Agreement, the receipt of which is hereby acknowledged:


1. PMH, effective as of 11:59 pm on the date written below, does hereby sell, convey, transfer, assign and deliver to PITNEY BOWES all rights, title and interest in and to such trademarks (including but not limited to, all registration rights with respect to the trademarks), together with the goodwill of any business associated with and symbolized by such trademarks and registrations identified above.

2. PMH hereby agrees to execute all documents to perfect, register, and/or record the rights of PITNEY BOWES to the trademarks as PITNEY BOWES may deem reasonably appropriate. If PMH does not, within fifteen (15) days of written request to PMH, return documents requested by PITNEY BOWES to be executed by PMH, then PITNEY BOWES is hereby granted a limited power of attorney to execute all such documents on behalf of PMH. This power of attorney is coupled with an interest and is irrevocable.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned hereto has executed and delivered this
Assignment of Trademarks as of June 15, 2006.

PMH/CARAMANNING, INC.

By: 
Name: John M. Shufelt
Title: Chairman

NOTARY

State of Michigan

County of Oakland) ss.

On this the 14th day of June, 2006, before me, John M. Shufelt, the undersigned Notary Public, personally appeared John M. Shufelt, to me known as a duly authorized signatory of PMH/Caramanning, Inc., a Michigan corporation, the assignor above-named, proved to me through satisfactory evidence of identity, which was personally known to be the person whose name is assigned on the preceding document, and acknowledged to me that he/she signed it voluntarily for this stated purpose.

Marilynn G. Wipf
Signature of Notary Public
Marilynn G. Wipf

NOTARY PUBLIC, Washtenaw County, MI
Acting in Oakland County, MI
My Commission Expires: 11/01/2011

Printed Name of Notary Public