

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
Dudnyk Advertising and Public Relations, Inc.		06/01/2004	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Entira, Inc.		
Street Address:	12247 Halls Hill Pike		
City:	Milton		
State/Country:	TENNESSEE		
Postal Code:	37118		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78173184	ENTIRA	
CORRESPONDENCE DATA			
Fax Number:	(215)832-5619		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-569-5619		
Email:	pecsenye@blankrome.com		
Correspondent Name:	Timothy D. Pecsénye		
Address Line 1:	One Logan Square		
Address Line 2:	9th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-6998		
ATTORNEY DOCKET NUMBER:	125239-00100		
NAME OF SUBMITTER:	Timothy D. Pecsénye		
Signature:	/Timothy D. Pecsénye/		

CH \$40.00 78173184

Date:

09/06/2006

Total Attachments: 1

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, effective as of June 1, 2004, is made by Dudnyk Advertising and Public Relations, Inc., a Pennsylvania corporation ("Assignor"), in favor of Entira, Inc., a Tennessee corporation ("Assignee").

WHEREAS, Assignor has entered into a Sale Agreement, effective as of June 1, 2004, in which Assignor agreed to assign, sell, convey and transfer to Assignee all of its right, title and interest in and to the trademark and service mark registrations listed on Schedule 1 attached hereto (the "Marks") and any and all goodwill associated with the Marks;

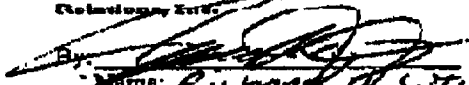
WHEREAS, all of the rights of Assignor to the Marks have been validly assigned to Assignee under the Sale Agreement, and the parties desire to execute this Trademark Assignment for purposes of recording the assignment of the Marks with the United States Patent and Trademark Office, as well as any other state or foreign offices in which filings are to be made;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, conveys, assigns and transfers to Assignee all of its right, title, and interest in and to the following:

1. Each of the Marks
2. All common law rights appurtenant to the Marks; and
3. The goodwill of the business symbolized by and associated with the Marks

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be duly executed as of the date hereof.

Dudnyk Advertising and Public
Relations, Inc.

By: 
Name: Richard A. Sotloff
Title: CEO

Acknowledged and Agreed to:
Entira, Inc.

By: 
Name: Joy Parr Drach
Title: Senior Partner


Name: Mike Karst