

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                       |  |
|-----------------------|--|
| SUBMISSION TYPE:      | NEW ASSIGNMENT                               |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
| EFFECTIVE DATE:       | 02/01/2005                                   |

**CONVEYING PARTY DATA**

| Name                 | Formerly | Execution Date | Entity Type           |
|----------------------|----------|----------------|-----------------------|
| PERMAR SYSTEMS, INC. |          | 10/23/2006     | CORPORATION: NEW YORK |

**RECEIVING PARTY DATA**

|                 |                       |
|-----------------|-----------------------|
| Name:           | XPRESSMYSELF.COM LLC  |
| Street Address: | 297 Henry Street      |
| City:           | Brooklyn              |
| State/Country:  | NEW YORK              |
| Postal Code:    | 11201                 |
| Entity Type:    | CORPORATION: NEW YORK |

**PROPERTY NUMBERS Total: 6**

| Property Type        | Number  | Word Mark      |
|----------------------|---------|----------------|
| Registration Number: | 2009305 | SMARTSIGN      |
| Registration Number: | 2985477 | BADGE-IN-A-BOX |
| Registration Number: | 2585656 | LABELLAB       |
| Registration Number: | 2468154 | LABELTHIS      |
| Registration Number: | 1784144 | SMARTSIGN      |
| Registration Number: | 2140838 | SMARTSIGNS     |

**CORRESPONDENCE DATA**

Fax Number: (585)232-2152  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 585-231-1386  
 Email: bsalai@hselaw.com  
 Correspondent Name: Stephen B. Salai  
 Address Line 1: 1600 Bausch & Lomb Place  
 Address Line 4: Rochester, NEW YORK 14604

CH \$165.00 2009305

|  |                    |
|--|--------------------|
| ATTORNEY DOCKET NUMBER:  | 14956.000011       |
| NAME OF SUBMITTER:   | Stephen B. Salai   |
| Signature:   | /stephen b. salai/ |
| Date:  | 10/23/2006         |
| Total Attachments: 3<br>source=Trademark Assignment (10-23-2006)#page1.tif<br>source=Trademark Assignment (10-23-2006)#page2.tif<br>source=Trademark Assignment (10-23-2006)#page3.tif |                    |

**TRADEMARK ASSIGNMENT**

THIS NUNC PRO TUNC ASSIGNMENT, effective as of February 1, 2005 by and between PERMAR SYSTEMS, INC. a New York corporation residing at West Port Bay Road, P.O. Box 25, Wolcott, New York 14590 (hereinafter "Assignor") and XPRESSMYSELF.COM , a New York corporation residing at 297 Henry Street, Brooklyn, New York 11201 (hereinafter "Assignee").

WITNESSETH:

WHEREAS, Assignor wishes to assign and transfer to Assignee all of Assignor's right, title and interest in to trademarks, trademark registrations and applications for registrations listed on Exhibit A, together with the good will of the business symbolized by the trademarks, the registrations thereof, all income, royalties, damages and payments now or hereafter due or payable in respect of the trademarks and the registrations thereof, and in and to all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringements of the rights to Assignee; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer nunc pro tunc, unto said Assignee, and for Assignee's successors and assigns, all right, title and interest to trademarks, trademark registrations and applications for registrations listed on Exhibit A, together with the goodwill of the business symbolized by said Trademarks, and the registrations thereof; and all income, royalties, damages, and payments now or hereafter due or payable in respect of the Trademarks, and the registrations thereof; and in and to all causes of action (either in law or in equity) and the right to sue, counterclaim, and recover for past, present or future infringement of the rights assigned to Assignee under this Assignment.

IN WITNESS WHEREOF, this instrument has been duly executed nunc pro tunc, by a duly authorized officer of Assignor to be effective on February 1, 2005.

PERMAR SYSTEMS, INC.



By: David Mathieson

Title: Vice President

STATE OF WISCONSIN     )  
COUNTY OF MILWAUKEE    )

On the 23 day of October, 2006, before me personally appeared  
DAVID MATHIESON, VP, and personally known to me  
or proved to me on the basis of satisfactory evidence to be the individual whose name is  
subscribed to the within instrument and acknowledged to me that he executed the same in  
his capacity, and that by his signature on the instrument, the individual, or the person  
upon behalf of which the individual acted, executed this instrument

Apeloxia Jackson  
Notary Public

My Commission Expires on  
May 20, 2007.

EXHIBIT A

Trademarks Owned by XP

| Mark                  | Serial #   | File Date  | Registration Date | Registration # |
|-----------------------|------------|------------|-------------------|----------------|
| <b>BADGE-IN-A-BOX</b> | 78/436,860 | 06/17/2004 | 08/16/2005        | 2,985,477      |
| <b>LABELLAB</b>       | 75/510,019 | 06/25/1998 | 06/25/2002        | 2,585,656      |
| <b>LABELTHIS</b>      | 75/510,020 | 06/29/1998 | 07/10/2001        | 2,468,154      |
| <b>SMARTSIGN</b>      | 74/335,336 | 11/30/1992 | 07/27/1993        | 1,784,144      |
| <b>SMARTSIGN</b>      | 74/512,970 | 04/15/1994 | 10/22/1996        | 2,009,305      |
| <b>SMARTSIGNS</b>     | 75/254,173 | 03/10/1997 | 03/03/1998        | 2,140,838      |