

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Inceptor, Inc.

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation- State: Delaware
☐ Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? ☐ Yes ☒ No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) July 20, 2006

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☐ Yes ☒ No

Name: Verizon Directories Corp.

Internal _____

Address: _____

Street Address: 2200 W. Airfield Drive

City: Dallas/Fort Worth Airport

State: Texas

Country: USA Zip: 75261-9810

- ☐ Association Citizenship _____
☐ General Partnership Citizenship _____
☐ Limited Partnership Citizenship _____
☐ Corporation Citizenship _____

☒ Other limited liability co. Citizenship Delaware

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)
78/724,098 (now Reg. 3,141,787)

B. Trademark Registration No.(s)
2,548,366; 2,647,000; 2,750,974; and 2,519,471.

Additional sheet(s) attached? ☐ Yes ☒ No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):
INCEPTOR; INCEPTOR & Design; DRIVING CONVERSION MARKETING INCEPTOR & Design; BIDCENTER and WORD OF NET

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Janis M. Manning, Esquire

Internal Address: _____

Street Address: 1515 North Court House Road, Suite 500

City: Arlington

State: VA Zip: 22201

Phone Number: 703-351-3080

Fax Number: 703-351-3669

Email Address: janis.manning@verizon.com

6. Total number of applications and registrations involved:

5

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 140.00

- ☐ Authorized to be charged by credit card
☒ Authorized to be charged to deposit account
☐ Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 07-2351

Authorized User Name Janis M. Manning

9. Signature:

Janis M. Manning
Signature

Janis M. Manning

Name of Person Signing

November 16, 2006
Date

Total number of pages including cover sheet, attachments, and document: #4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

ASSIGNMENT OF TRADEMARKS AND TRADE NAMES

This ASSIGNMENT OF TRADEMARKS AND TRADE NAMES is effective as of July 20, 2006 between Inceptor, Inc., a corporation organized and existing under the laws of Delaware and having a principal business address of 4 Clock Tower Place, Suite 300, Maynard, Massachusetts 01752 (hereinafter "ASSIGNOR"), and Verizon Directories Corp., a corporation organized and existing under the laws of Delaware and having a principal business address of 2200 W. Airfield Drive, Dallas/Fort Worth Airport, Texas 75261 (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR and ASSIGNEE have entered into an Asset Purchase Agreement dated July 20, 2006 ("Agreement") wherein ASSIGNEE is purchasing certain property and assets of ASSIGNOR, including certain intellectual property;

WHEREAS, ASSIGNOR is the owner of all right, title and interest in and to the trade names, trademarks and the registrations and applications therefor identified in the attached Schedule A (hereinafter "Trademarks"); and

WHEREAS, ASSIGNEE is desirous of acquiring the aforesaid Trademarks, together with the goodwill of the business symbolized by the Trademarks, the aforesaid registrations and registration applications, that portion of ASSIGNOR's business which is associated with the Trademarks, together with the right to file the Trademarks in foreign countries (subject, however, to applicable laws in such foreign countries), and the right to recover damages for any past and future acts of infringement.

NOW, THEREFORE, in consideration of the premises and the mutual covenants set forth in the Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE all rights, title and interest in and to the Trademarks identified on Schedule A, together with the goodwill of the business symbolized by the Trademarks, the aforesaid trademark registrations and applications, that portion of ASSIGNOR's business which is associated with the Trademarks, together with the right to file the Trademarks in foreign countries (subject, however, to applicable laws in such foreign countries), and the right to recover damages for any past and future acts of infringement.

INCEPTOR, INC.

By: 

Name: Victor Chaywa

Title: CEO

Date: July 20, 2006

SCHEDULE A**A. Trademarks**

<u>Country</u>	<u>Registration or Application Number</u>	<u>Mark</u>	<u>International Class Number</u>
United States	Reg. 2,548,366	INCEPTOR	9
United States	Reg. 2,647,000	INCEPTOR & Design	9
United States	Reg. 2,750,974	DRIVING CONVERSION MARKETING INCEPTOR & Design	9
United States	Appln. 78/724,098	BIDCENTER	35
United States	Reg. 2,519,471	WORD OF NET	35

B. Trade Names

1. INCEPTOR



**Intellectual Property Law Group
Verizon Corporate Services
Group Inc.**

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Suite 500
Arlington, Virginia 22201
Phone: 703-351-3080
Fax: 703-351-3669
E mail:
janis.manning@verizon.com

To: United States Patent and
Trademark Office – ASSIGNMENT
BRANCH

From: Janis M. Manning, Esquire

Fax: 571-273-0140

**Pages
with 4
Cover:**

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that the below listed document evidencing the Assignment is being transmitted via facsimile to the Assignment Branch of the U.S. Patent and Trademark Office on the date shown below:

Assignment of Trademarks and Trade Names from Inceptor, Inc. (a Delaware corporation) and Verizon Directories Corp. (a Delaware corporation) and certification therefore, relating to the following trademark registrations:

2,548,366; 2,647,000; 2,750,974; 3,141,787 (formerly Application No. 78/724,098); and 2,519,471.

Janis M. Manning
Janis M. Manning

November 16, 2006

Date of Transmission

Confidentiality Notice:

The documents accompanying this telecopy transmission contain confidential information belonging to the sender which is legally privileged. The information is intended only for the use of the individual(s) or entity named above. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance of the contents of this telecopied information is strictly prohibited. If you have received this telecopy in error, please immediately notify us by telephone at the number below to arrange for return of the original documents to us. Thank you.

IF YOU HAVE PROBLEMS OR QUESTIONS WITH REGARD TO THIS FACSIMILE,
PLEASE CALL 703-351-1292 or 703-351-3080. THANK YOU.