

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
ATRATIVA INC.		01/19/2007	CORPORATION:
RECEIVING PARTY DATA			
Name:	PLAYPHONE, INC.		
Street Address:	5300 Stevens Creek Blvd. #460		
City:	San Jose		
State/Country:	CALIFORNIA		
Postal Code:	95129		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3173243	IRRITATING MAZE	
Registration Number:	2959000	PLAYPHONE	
Serial Number:	78904204	MCARD	
Serial Number:	78775495	PLAYPHONE	
Serial Number:	78830042	P	
CORRESPONDENCE DATA			
Fax Number:	(213)622-1154		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	213-624-6560		
Email:	tm@chanlaw.com		
Correspondent Name:	Thomas T. Chan		
Address Line 1:	P.O. BOX 79159		
Address Line 4:	Los Angeles, CALIFORNIA 90079-0159		
ATTORNEY DOCKET NUMBER:	1225.500		

OP \$140.00 3173243

NAME OF SUBMITTER:	Thomas T. Chan
Signature:	/Thomas T. Chan/
Date:	01/30/2007
Total Attachments: 5 source=assignments#page1.tif source=assignments#page2.tif source=assignments#page3.tif source=assignments#page4.tif source=assignments#page5.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Atrativa Inc, a California corporation, of 1999 S. Bascom Ave. #700, Campbell, CA 95008, U.S.A. ("Assignor"), has adopted, used, is using and is the owner of the following trademark ("Trademark") which is registered in the United States Patent and Trademark Office as follows:

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>DATE OF REGISTRATION</u>
Irritating Maze	3,173,243	11/21/2006

WHEREAS, PlayPhone Inc., a California corporation, of 5300 Stevens Creek Blvd. #460, San Jose, CA 95129, U.S.A. ("Assignee"), is desirous of acquiring the Trademark,

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee and its successors and assigns all of its right, title, and interest in and to the Trademark in the United States and throughout the world, and the goodwill of the business symbolized by the Trademark, together with all rights of action accrued or to accrue under and by virtue thereof.

IN WITNESS WHEREOF, Assignor executes this instrument of assignment by its duly authorized officer on this 19 day of January, 2007.

ASSIGNOR: Atrativa Inc.

By 
[SIGNATOR]

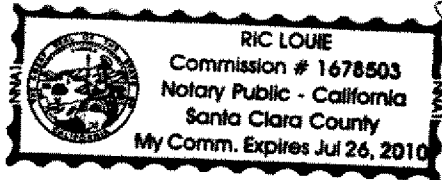
State of California

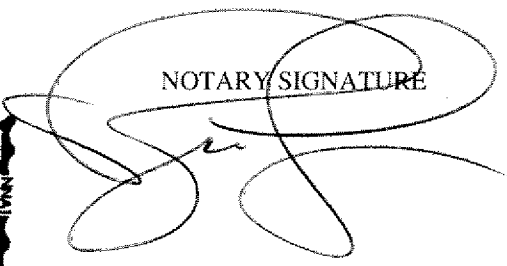
County of Santa Clara } ss.

On Jan 19, 2007 before me, Ric Louie, Notary Public (here insert name and title of the officer), personally appeared ROD CZERNY personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(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 authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

(NOTARY SEAL)



NOTARY SIGNATURE 

TRADEMARK ASSIGNMENT

WHEREAS, Atrativa Inc, a California corporation, of 1999 S. Bascom Ave. #700, Campbell, CA 95008, U.S.A. ("Assignor"), has adopted, used, is using and is the owner of the following trademark ("Trademark") which is registered in the United States Patent and Trademark Office as follows:

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>DATE OF REGISTRATION</u>
PLAYPHONE	2,959,000	6/07/2005

WHEREAS, PlayPhone Inc., a California corporation, of 5300 Stevens Creek Blvd. #460, San Jose, CA 95129, U.S.A. ("Assignee"), is desirous of acquiring the Trademark,

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee and its successors and assigns all of its right, title, and interest in and to the Trademark in the United States and throughout the world, and the goodwill of the business symbolized by the Trademark, together with all rights of action accrued or to accrue under and by virtue thereof.

IN WITNESS WHEREOF, Assignor executes this instrument of assignment by its duly authorized officer on this 17 day of January, 2007.

ASSIGNOR: Atrativa Inc.

By: 

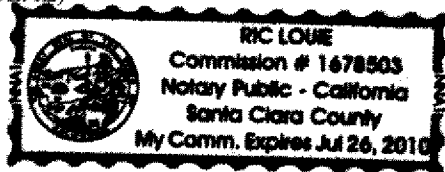
State of California

County of Santa Clara } ss.

On Jan 19, 2007 before me, RIC LOWIE, Notary Public, personally appeared RON CZERNY personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(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 authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

(NOTARY SEAL)



NOTARY SIGNATURE

TRADEMARK ASSIGNMENT

WHEREAS, Atrativa Inc., a California Corporation, of 1999 S. Bascom Ave. #700, Campbell, CA 95008, U.S.A., ("Assignor"), has adopted, used and is using and is the owner of the following trademark for which application in the United States Patent and Trademark Office is pending:

<u>TRADEMARK</u>	<u>APPLICATION NO.</u>	<u>FILING DATE</u>
MCARD	78/904,204	06/08/2006

WHEREAS, Playphone Inc., a California Company, of 5300 Stevens Creek Blvd. #460, San Jose, CA 95129, U.S.A. ("Assignee"), is desirous of acquiring said trademark and the application therefor,

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee and its successors and assigns all of its right, title, and interest in and to the Trademark in the United States and throughout the world, and the goodwill of the business symbolized by said trademark and said application to register said trademark.

Signed at California, this 19 day of January, 2007.

Atrativa Inc.
a California Corporation

By: 

(SIGNATURE)

Name: RON CHERRY

Title: PRESIDENT

TRADEMARK ASSIGNMENT

WHEREAS, Atrativa Inc., a California Corporation, of 1999 S. Bascom Ave. #700, Campbell, CA 95008, U.S.A., ("Assignor"), has adopted, used and is using and is the owner of the following trademark for which application in the United States Patent and Trademark Office is pending:

<u>TRADEMARK</u>	<u>APPLICATION NO.</u>	<u>FILING DATE</u>
PLAYPHONE	78/775,495	12/16/2005

WHEREAS, Playphone Inc., a California Company, of 5300 Stevens Creek Blvd. #460, San Jose, CA 95129, U.S.A. ("Assignee"), is desirous of acquiring said trademark and the application therefor,

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee and its successors and assigns all of its right, title, and interest in and to the Trademark in the United States and throughout the world, and the goodwill of the business symbolized by said trademark and said application to register said trademark.

Signed at California, this 19 day of January, 2007.

Atrativa Inc.
a California Corporation

By: 

(SIGNATURE)

Name: Ron Czarney

Title: PRESIDENT

TRADEMARK ASSIGNMENT

WHEREAS, Atrativa Inc., a California Corporation, of 1999 S. Bascom Ave. #700, Campbell, CA 95008, U.S.A., ("Assignor"), has adopted, used and is using and is the owner of the following trademark for which application in the United States Patent and Trademark Office is pending:

<u>TRADEMARK</u>	<u>APPLICATION NO.</u>	<u>FILING DATE</u>
P	78/830,042	03/06/2006

WHEREAS, Playphone Inc., a California Company, of 5300 Stevens Creek Blvd. #460, San Jose, CA 95129, U.S.A. ("Assignee"), is desirous of acquiring said trademark and the application therefor,

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee and its successors and assigns all of its right, title, and interest in and to the Trademark in the United States and throughout the world, and the goodwill of the business symbolized by said trademark and said application to register said trademark.

Signed at California, this 19 day of January, 2007.

Atrativa Inc.
a California Corporation

By: 

(SIGNATURE)

Name: RON CERRIC

Title: PRESIDENT