

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	11/29/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Saul F Serna		11/29/2006	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	General Motors Corporation
Street Address:	300 Renaissance Center, P.O. Box 300
City:	Detroit
State/Country:	MICHIGAN
Postal Code:	48265-3000
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78557658	B.E.S.T. JOBS

CORRESPONDENCE DATA

Fax Number: (313)665-4976
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 313-665-4719
 Email: timothy.g.gorbatoff@gm.com
 Correspondent Name: Timothy G. Gorbatoff
 Address Line 1: 300 Renaissance Center
 Address Line 2: MC#482- B21-C23
 Address Line 4: Detroit, MICHIGAN 48265-3000

NAME OF SUBMITTER:	Timothy G. Gorbatoff
Signature:	/TGG/
Date:	02/15/2007

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Total Attachments: 3

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ASSIGNMENT

WHEREAS, SAUL F. SERNA, on behalf of himself, individually, and as President of **BUSINESS FOR LIFE, INC.**, an Illinois corporation, having a principal place of business at 7210 E. State Street Rockford, Illinois 61108 (hereinafter called the ASSIGNOR) is the owner of the **B.E.S.T. Jobs** trademark (as more fully defined in Schedule A) in respect of "bilingual employment training in the fields of sales and customer service";

AND, WHEREAS, **GENERAL MOTORS CORPORATION**, a corporation organized and existing under the laws of the State of Delaware, with an office at 300 Renaissance Center, City of Detroit, Michigan 48265 (hereinafter called the ASSIGNEE) is desirous of acquiring the entire right, title and interest in and to the **B.E.S.T. Jobs** trademark and all registrations and applications for the **B.E.S.T. Jobs** trademark throughout the world;

NOW, THEREFORE, the said ASSIGNOR by these presents does hereby assign and transfer unto the said ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the **B.E.S.T. Jobs** trademark throughout the world, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the **B.E.S.T. Jobs** trademark. This assignment includes the registration for the **B.E.S.T. Jobs** trademark set forth on the attached Schedule A, as well as all right, title and interest the ASSIGNOR may have to the **B.E.S.T. Jobs** trademark in all countries or jurisdictions of the world, whether by use, registration, application or otherwise.

In consideration of this assignment, ASSIGNEE shall pay to ASSIGNOR a sum of five thousand and seventy dollars (\$5,070 USD) within sixty (60) days from the date of last execution of this assignment by the ASSIGNOR and ASSIGNEE.

The said ASSIGNOR represents that it does not own any other registration or application for the **B.E.S.T. Jobs** trademark, in any country or jurisdiction, other than that listed in the attached Schedule A, and should same exist, by this assignment ASSIGNOR does hereby transfer all of its rights, title and interest thereto to ASSIGNEE.

ASSIGNOR agrees to execute whatever additional documents are necessary to record the transfer of the **B.E.S.T. Jobs** trademark assigned hereunder in any country or jurisdiction in the world.

ASSIGNOR recognizes ASSIGNEE's ownership and title to the **B.E.S.T. Jobs** trademark throughout the world and ASSIGNOR shall not, directly or indirectly, claim adversely to ASSIGNEE any right, title or interest in and to the **B.E.S.T. Jobs** trademark in any country or jurisdiction of the world nor shall ASSIGNOR attack the validity of this Assignment. ASSIGNOR also agrees not to attempt to register or to use or to aid any

third party in attempting to register or to use any trademark or service mark that may be confusingly similar to the **B.E.S.T. Jobs** trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this Assignment this 26 day of October, 2006.

SAUL F. SERNA individually

Signature: _____

Date: _____

10-26-06

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this Assignment this ____ day of _____, 2006.

BUSINESS FOR LIFE, INC.

Signature: _____

Saul F. Serna
President

Date: _____

10-26-06

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto executed this Assignment this 2 day of November, 2006.

GENERAL MOTORS CORPORATION

Signature: _____

Print Name: _____

TIMOTHY G. GORBATOFF

Title: _____

Assistant Secretary

Date: _____

November 2, 2006

SCHEDULE A

Trademark Name: **B.E.S.T. Jobs**
Country: United States
Services: Bilingual employment training in the fields of sales and customer service.
Class: 041
Status: Published Application
Application Number: 78-557,658
Filing Date: February 1, 2005