

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
Innovation Interactive Inc.		02/27/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SearchIgnite, Inc.		
Street Address:	28 West 23rd Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3082898	SEARCHIGNITE	
Serial Number:	78857573	SPOT	
CORRESPONDENCE DATA			
Fax Number:	(212)684-3999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-684-3900		
Email:	efiling@grr.com		
Correspondent Name:	Maria A. Savio, Esq.		
Address Line 1:	270 Madison Avenue		
Address Line 4:	New York, NEW YORK 10011		
ATTORNEY DOCKET NUMBER:	5347/28		
NAME OF SUBMITTER:	Maria A. Savio		
Signature:	/mas/		
Date:	03/19/2007		

OP \$65.00 3082898

Total Attachments: 1
source=assignment-II Inc - SearchIgnite#page1.tif

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADE MARK ASSIGNMENT

WHEREAS, Innovation Interactive Inc., a corporation of Delaware, with offices at 18 West 18th Street, New York, NY 10011 (hereinafter referred to as "the ASSIGNOR") owns the mark SEARCHIGNITE as well as Trademark Registration No. 3,082,898 registered April 18, 2006 of said mark, and the mark SPOT as well as Application No. 78/857,573 filed April 10, 2006 of said mark (hereinafter referred to as the "MARKS"); and

WHEREAS, SearchIgnite, Inc., a corporation of Delaware, with offices at 28 West 23rd Street, New York, NY 10011 (hereinafter referred to as the "ASSIGNEE"), is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the MARKS, together with the goodwill of the business symbolized by the MARKS;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the full receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its entire right, title and interest in and to the MARKS, together with the goodwill of the business symbolized by the MARKS, and the right to sue and recover for past infringement thereof.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly executed by its officer thereunto duly authorized as of the 27th day of February, 2007.

By
Name:
Title:

