

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:	01/11/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PEOPLE BUSINESS NETWORK, INC.		01/11/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	VURV TECHNOLOGY, INC.
Street Address:	240 Ponte Vedra Park Drive
City:	Ponte Vedra Beach
State/Country:	FLORIDA
Postal Code:	32082
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	3014326	E-SSISTME
Registration Number:	2731649	PEOPLE WORKING BETTER
Registration Number:	2702335	PEOPLEBUSINESSNETWORK
Registration Number:	2530579	THE PEOPLE BUSINESS NETWORK
Serial Number:	78745265	WIP WORKFORCE INFORMATION PLATFORM
Serial Number:	78745203	WISP WORKFORCE INFORMATION SERVICES PLATFORM

CORRESPONDENCE DATA

Fax Number: (404)892-7056
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (404) 885-1500
 Email: TMAtlanta@seyfarth.com
 Correspondent Name: Joseph V. Myers III
 Address Line 1: 1545 Peachtree Street NE, Ste. 700

CH \$165.00 3014326

Address Line 2: SEYFARTH SHAW LLP
Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER: 30570.000341

NAME OF SUBMITTER: Joseph V. Myers III

Signature: /jvm/

Date: 04/03/2007

Total Attachments: 7

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made as of January 11, 2007 by People Business Network, Inc., a Delaware corporation ("Assignor"), to Vurv Technology, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor owns the trademarks and service marks (collectively, the "Marks") listed on Exhibit A, as well as the registrations listed on Exhibit A for the Marks (the "Registrations") and the pending applications for registration listed on Exhibit A for the Marks (the "Applications");

WHEREAS, Assignee desires to acquire the entire right, title, and interest in and to the Marks, the Registrations and the Applications;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and conveys to Assignee all right, title, and interest, throughout the world, in and to the Marks, the Registrations, and the Applications, together with the goodwill of the business symbolized by the Marks, and all rights of action accrued and to accrue under and by virtue thereof, including the right to sue and recover for past, present and future infringement. Assignor agrees that it shall, at Assignee's cost and expense, execute and deliver any further instruments or documents, and take all such further reasonable action, as Assignee may request, including procuring assurance and cooperation from Assignor's officers and employees, in order to transfer to and vest in Assignee all right, title, and interest in and to the Marks, the Registrations, and the Applications. Assignor hereby irrevocably appoints Assignee as its power-of-attorney, effective as of the date hereof, with full right of substitution, for the purpose of executing such documents and taking such other actions as may be reasonably necessary to effectuate the purpose of this Assignment. This power-of-attorney shall be for the benefit of Assignee, its licensees, successors, and assigns, and is coupled with an interest.

[Signature Page Follows]

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by their duly authorized representatives as of the date first written above.

PEOPLE BUSINESS NETWORK, INC., Assignee

By: _____
Chirag Patel, CEO

VURV TECHNOLOGY, INC., Assignor

By: _____

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by their duly authorized representatives as of the date first written above.

PEOPLE BUSINESS NETWORK, INC., Assignee

By: 
Chirag Patel, CEO

VURV TECHNOLOGY, INC., Assignor

By: _____

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by their duly authorized representatives as of the date first written above.

PEOPLE BUSINESS NETWORK, INC., Assignee

By: _____
Chirag Patel, CEO

VURV TECHNOLOGY, INC., Assignor

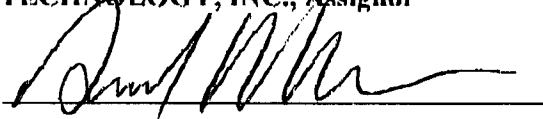
By: _____


Exhibit A

U.S. Registrations and Pending Applications of Marks

Mark	Country Name	Class	Appl. Number and Appl. Date	Reg. Number and Reg. Date	Goods and Services	Next Action Due
E-SSISTME (Principal Register)	United States	40	76/132,711 and 9/21/2000	3,014,326 and 11/15/2005	Custom manufacture of computer local and wide area network systems that addresses workplace needs and issues	11/15/2011
PEOPLE WORKING BETTER (Principal Register)	United States	42	76/407,062 and 5/9/2002	2,731,649 and 7/1/2003	Computer services, namely, the design and development of computer networks for others	7/1/2009
PEOPLEBUSINESS NETWORK (and design) (Principal Register)	United States	42	76/407,061 and 5/9/2002	2,702,335 and 4/1/2003	Computer services, namely the design and development of computer networks	4/1/2009

Mark	Country Name	Class	Appl. Number and Appl. Date	Reg. Number and Reg. Date	Goods and Services	Next Action Due
WIP WORKFORCE INFORMATION PLATFORM	United States	9	78/745,265 and 11/2/2005		Computer software for use in monitoring workforce transitions and for ensuring workforce decisions that comply with a company's internal and external regulatory workforce policies	4/10/2007
WISP WORKFORCE INFORMATION SERVICES PLATFORM	United States	9	78/745,203 and 11/2/2005		Computer software for use in monitoring workforce transitions and for ensuring workforce decisions that comply with a company's internal and external regulatory workforce policies	4/10/2007

Exhibit A
Trademark Assignment