

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	04/11/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Innovation Interactive Inc.		04/17/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	360i LLC
Street Address:	28 West 23rd Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78623973	SEARCHINSIGHT

CORRESPONDENCE DATA

Fax Number: (212)684-3999
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-684-3900
 Email: efilng@grr.com, msavio@grr.com, fdecolvenaere@grr.com
 Correspondent Name: Maria A. Savio
 Address Line 1: 270 Madison Avenue
 Address Line 4: New York, NEW YORK 10016-0601

ATTORNEY DOCKET NUMBER:	5347/018 MAS/FDD
NAME OF SUBMITTER:	Maria A. Savio
Signature:	/mas/

Date:

04/18/2007

Total Attachments: 1

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

THIS ASSIGNMENT, effective as of April 11, 2007.

WHEREAS, Innovation Interactive Inc., a corporation organized and existing under the laws of the State of Delaware, with a place of business at 28 West 23rd Street, New York, New York 10010 ("Assignor"), owns – and owned as of April 11, 2007 – the mark that is the subject of the application in the United States Patent and Trademark Office as follows:

<u>MARK</u>	<u>APPLICATION SERIAL NO.</u>	<u>FILED</u>
SEARCHINSIGHT	78/623973	May 5, 2005; and

WHEREAS, 360i LLC, a limited liability company organized and existing under the laws of the State of Delaware, with a place of business at 28 West 23rd Street, New York, New York 10010 ("Assignee"), is desirous – nunc pro tunc and as of April 11, 2001 – of acquiring the entire right, title and interest in and to the said mark and application and any issuing registration and any renewal that may be granted thereon, together with the goodwill of the business symbolized by the mark, and all rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said mark or injury to said goodwill, together with the right to sue or recover the same; and

WHEREAS, said Assignee is – and was as of April 11, 2007 – successor to the business of said Assignor to which the said mark pertains, and said business is ongoing and existing.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor hereby, nunc pro tunc and effective as of April 11, 2001, sells, assigns and transfers unto the said Assignee, its successors and assigns, the entire right, title and interest in and to the said mark, application, any issuing registration and any renewal that may be granted thereon, together with the goodwill of the business symbolized by the mark and all rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present or future infringement of said mark or injury to said goodwill, together with the right to sue or recover the same.

Innovation Interactive Inc.

Date: April 17, 2007

By 

Name: WILLIAM MARGULOFF

Title: CEO