

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Karin Sella Sloan		04/18/2007	INDIVIDUAL:
LetMeTellYou LLC		04/18/2007	LIMITED LIABILITY COMPANY:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	E K Success Ltd.		
<b>Street Address:</b>	261 River Road		
<b>City:</b>	Clifton		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07014		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3036620	LET-ME-TELL-YOU	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)660-0471		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-861-6371		
<b>Email:</b>	rprescan@kirkland.com		
<b>Correspondent Name:</b>	Renee Prescan		
<b>Address Line 1:</b>	200 E. Randolph Drive		
<b>Address Line 2:</b>	Kirkland & Ellis LLP		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601		
<b>ATTORNEY DOCKET NUMBER:</b>	10282-1 RMP		
<b>NAME OF SUBMITTER:</b>	Renee M. Prescan		
<b>Signature:</b>	/Renee M. Prescan/		

**CH \$40.00 3036620**

Date:

04/21/2007

**Total Attachments: 3**

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**SHORT FORM TRADEMARK ASSIGNMENT AGREEMENT**

**THIS SHORT FORM TRADEMARK ASSIGNMENT AGREEMENT** ("Short Form Trademark Agreement") is made and entered into as of this 18 day of April 2007 ("Effective Date"), by and between Karin Sella Sloan, an individual, residing at 400 West 55th Street, New York, NY 10019 and LetMeTellYou LLC, an [ ] limited liability company, located at 76 Greenway Close, Port Chester, NY 10573 (each an "Assignor", collectively, "Assignors"), and E K Success Ltd., a New York corporation, with its principal place of business at 261 River Road, Clifton NJ 07014 ("Assignee").

**WHEREAS**, Assignors and Assignee are parties to that certain Intellectual Property Purchase Agreement, dated as of 18 of April 2007, ("Purchase Agreement"), pursuant to which Assignors have agreed to sell and assign and Assignee has agreed to purchase certain intellectual property, including, but not limited to, the Trademarks as defined in the Purchase Agreement (which registered and applied for Trademarks are also identified on Schedule A hereto);

**WHEREAS**, Assignors own the entire right, title and interest in and to the Trademarks; and

**WHEREAS**, Assignee wishes to acquire and Assignors wishes to assign the entire right, title and interest in and to the Trademarks.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, for the purpose of recordal, each Assignor does hereby sell, assign, transfer and set over to Assignee the entire worldwide right, title and interest in and to the Trademarks.

Assignors hereby request and authorize the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Trademarks.

This Short Form Trademark Agreement may be executed in multiple counterparts, each of which shall constitute an original, but all of which together shall constitute one and the same agreement. Each party may rely on facsimile or electronic signature pages as if such facsimile or electronic signature pages were originals.

The various parts of the Purchase Agreement and this Short Form Trademark Agreement are intended to be complementary; however, any inconsistency, ambiguity or conflict between this Short Form Trademark Agreement and the Purchase Agreement shall be resolved in the following order of precedence (with (i) having the highest priority): (i) Purchase Agreement ; and (ii) Short Form Trademark Agreement.


\* \* \* \* \*


**[SIGNATURE PAGE FOLLOWS]**

IN TESTIMONY WHEREOF, each Assignor and Assignee have caused this Short Form Trademark Agreement to be signed and executed by the undersigned officers thereunto duly authorized this 18 day of April 2007.

**SELLERS**

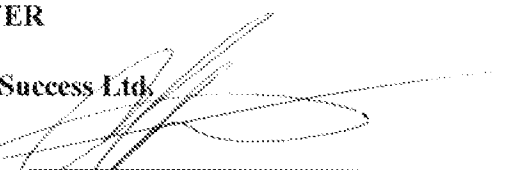
**LetMeTellYou LLC**

By:   
Its: \_\_\_\_\_

By:   
Name: Karin Sella Sloan

**BUYER**

**E K Success Ltd.**

By:   
Its: \_\_\_\_\_

SCHEDULE A

TRADEMARKS

<b>Trademark No.</b>	<b>Registration Date</b>	<b>Mark</b>
3,036,620	December 27, 2005	Let-Me-Tell-You