

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	06/01/1998		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Verizon Communications Inc.	FORMERLY Verizon Communications, Inc. and Bell Atlantic Corporation	03/06/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Ideation, Inc.		
Street Address:	2910 Huron Parkway		
Internal Address:	Suite 100		
City:	Ann Arbor		
State/Country:	MICHIGAN		
Postal Code:	48105		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2070332	POWERPASS	
CORRESPONDENCE DATA			
Fax Number:	(734)662-6098		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	734-662-4426		
Email:	apatti@hooperhathaway.com		
Correspondent Name:	Anthony P. Patti		
Address Line 1:	126 South Main Street		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	IDEATI #7		
NAME OF SUBMITTER:	Anthony P. Patti		

OP \$40.00 2070332

Signature:	/Anthony P. Patti/
Date:	04/24/2007
Total Attachments: 1 source=Executed Assignment#page1.tif	

CONFIRMATORY ASSIGNMENT

Verizon Communications Inc., a Delaware corporation (the "Assignor"), warrants that it is the successor in interest to Bell Atlantic Corporation, a Delaware corporation ("BAC"), by virtue of the merger of BAC with and into Verizon Communications, Inc. resulting in Verizon Communications Inc. effective as of September 22, 2000, and is therefore the owner of certain rights in and to the service mark/trademark "POWERPASS" (Reg. No. 2,070,332) which was registered with the United States Patent and Trademark Office on June 10, 1997 by Nynex Corporation and assigned to Bell Atlantic Corporation effective August 14, 1997 (the "Mark").

In confirmation of the Asset Purchase and Sale Agreement dated May 15, 1998, by and between Bell Atlantic Electronic Commerce Services, Inc. a Delaware corporation, and Ideation, Inc., a Michigan corporation (the "Assignee"), and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and conveys to Assignee its entire right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the aforementioned United States registration therefor, *nunc pro tunc*, effective as of June 1, 1998.

This assignment includes the right of Assignee, its successors, assigns or other legal representatives to make application for and obtain renewal of trademark registrations issued from any applications for trademark registration and to apply for registrations in foreign countries in its own name, and Assignor hereby assigns and sets over to Assignee, its successors, assigns or other legal representatives all rights of priority in and to the Mark in all countries.

Assignor hereby covenants and agrees for itself, its successors, assigns or other legal representatives to assist Assignee, its successors, assigns or other legal representatives in any reasonable manner to obtain and maintain for its own benefit ownership of the Mark in all countries and to execute any documents necessary to carry out the purposes of the Asset Purchase and Sale Agreement.

Assignor hereby represents and warrants that it has not granted any rights inconsistent with the rights granted herein.

VERIZON COMMUNICATIONS INC.

Date: March 6, 2007

Arlington, Virginia

By: Janis M. Manning
Janis M. Manning
Assistant Secretary