

Form PTO-1594 (Rev. 07/05)  
OMB Collection 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

Pioneer Licensing Services, Inc.

- Individual(s)
- General Partnership
- Corporation- State: Nevada
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) May 24, 2007

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Essential Knowledge, LLC

Internal

Address: \_\_\_\_\_

Street Address: 2877 Paradise Road

City: Las Vegas

State: Nevada

Country: USA Zip: 89109

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship \_\_\_\_\_
- Other LLC Citizenship Nevada

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and Identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

3,178,482

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

BREAK THE DEBT CYCLE

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Lawrence A. Swain, Esq.

Internal Address: \_\_\_\_\_

Street Address: 9225 Indian Creek Parkway

City: Overland Park

State: Kansas Zip: 66210

Phone Number: 913-451-3355

Fax Number: 913-451-3361

Email Address: lswain@stklaw.com

**6. Total number of applications and registrations involved:**

1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 12-1660

Authorized User Name Shughart Thomson & Kilroy PC

**9. Signature:**

  
Signature

5-31-07  
Date

Lawrence A. Swain

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

2

Documents to be recorded (Including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$40.00 121660 3178482

**ASSIGNMENT OF TRADEMARK**

**WHEREAS**, Pioneer Licensing Services, Inc., a Nevada Corporation, 4000 S. Eastern Avenue, Suite 300, Las Vegas, Nevada 89119-0826 (the "Assignor"), has adopted, used, is using and owns the following trademark (the "Mark"), which is now registered in the United States Patent and Trademark Office:

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>DATE OF REGISTRATION</u>
BREAK THE DEBT CYCLE	3,178,482	November 28, 2006

**WHEREAS**, Essential Knowledge, LLC, a Nevada limited liability company, 2877 Paradise Road, Las Vegas, Nevada 89109 ("Assignee"), is desirous of acquiring the Mark and the registration and/or application thereof.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns unto Assignee all of its right, title and interest in the United States in and to the Mark together with the goodwill of the business symbolized by the Mark, and the registration and/or application thereof. The effective date of this assignment is May 31, 2007.

**ASSIGNOR:**

**PIONEER LICENSING  
SERVICES, INC.**

By  \_\_\_\_\_

Name Randy J. Opliger

Title Director

Date 5-24-07

The Law Firm Of



A Professional Corporation

**Lawrence A. Swain**

lswain@stklaw.com

Direct Dial (816) 395-0677

Direct Fax (816) 222-0841

Fax (913) 451-3361

May 31, 2007

**Via Facsimile 571-273-0140**

Mail Stop Assignment Recordation Services  
Director of the US Patent and Trademark  
Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RE: Trademark Assignment**

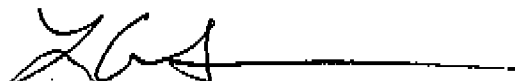
Dear Sir or Madam:

Enclosed for recording, please find Recordation Form Cover Sheet along with an Assignment of Trademark document assigning the trademark BREAK THE DEBT CYCLE owned by Pioneer Licensing Services, Inc., a Nevada Corporation, to Essential Knowledge, LLC, a Nevada limited liability company.

Please debit our deposit account #12-1660 in the amount of \$40 for the recording fee as well as any additional fees that may be required.

Please acknowledge your receipt of these documents.

Sincerely,



LAWRENCE A. SWAIN

LAS:GR  
Enclosure

32 Corporate Woods, Ste. 1100, 9225 Indian Creek Pkwy., Overland Park, KS 66210 • (913) 451-3355 • [www.stklaw.com](http://www.stklaw.com)  
OVERLAND PARK, KS • KANSAS CITY, MO • SPRINGFIELD, MO • DENVER, CO • PHOENIX, AZ • ST. JOSEPH, MO

2071300.1

TRADEMARK

REEL: 003552 FRAME: 0622

LAW OFFICES OF  
**SHUGHART THOMSON & KILROY, P.C.**

*A Professional Corporation*

32 Corporate Woods, Ste. 1100  
 9225 Indian Creek Pkwy.  
 Overland Park, KS 66210  
 (913) 451-3355  
 FAX (913) 451-3361

**TELECOPIER TRANSMITTAL SHEET**

To: U.S. Patent and Trademark Office Assignment Division	FAX#: 571-273-0140
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FROM: Lawrence A. Swain	DATE: May 31, 2007
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<p><b>RE: Recordation of Trademark Assignment to record Assignment of Trademarks document to assign the mark <b>BREAK THE DEBT CYCLE</b> owned by Pioneer Licensing Services, Inc. to Essential Knowledge, LLC</b></p> <p><b>Conveying Party: Pioneer Licensing Services, Inc., a Nevada corporation</b>  <b>Receiving Party: Essential Knowledge, LLC, a Nevada limited liability company</b></p>
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CLIENT MATTER CODE: PIO001/90433
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<p>Transmitted herewith along with this facsimile transmittal cover sheet and letter of instructions are the following documents:</p> <p>1) Recordation Form Cover Sheet (Total Pages 1); and          2) Assignment of Trademarks (Total Pages 1)</p> <p>We respectfully request acknowledgement of receipt.</p>
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***PRIVILEGED AND CONFIDENTIAL***

This facsimile contains CONFIDENTIAL INFORMATION, which may also be LEGALLY PRIVILEGED and which is intended only for the use of the individual or entity named above. If the reader of the facsimile is not the intended recipient or the employee or agent responsible for delivering it to the intended recipient, you are hereby on notice that you are in possession of confidential and privileged information. Any dissemination, distribution or copying of this facsimile is strictly prohibited. If you have received this facsimile in error, please immediately notify the sender by telephone (collect) and return the original facsimile to the sender at the above address via the U. S. Postal Service.

This transmission consists of 4 pages, including the cover page. If there are any discrepancies, please contact our telecopy operator at the number shown below:

TO DISCUSS TRANSMISSION: (913) 451-3355