

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Robert T. Reischling		05/16/2007	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Reischling Press, Inc.		
Street Address:	507 Westlake Avenue North		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98109		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2690936	IPADS.COM BRING YOUR PICTURES TO LIFE.	
Registration Number:	2962735	IPADS.COM	
Registration Number:	2962736	IPADS.COM	
CORRESPONDENCE DATA			
Fax Number:	(206)340-9599		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	206-340-9619		
Email:	rcumbow@grahamdunn.com		
Correspondent Name:	Robert C. Cumbow - Graham & Dunn PC		
Address Line 1:	2801 Alaskan Way, Suite 300 - Pier 70		
Address Line 4:	Seattle, WASHINGTON 98121-1128		
ATTORNEY DOCKET NUMBER:	34540-REISCHLING2 IPADSX3		
NAME OF SUBMITTER:	Robert C. Cumbow		
Signature:	/rcc/		

OP \$90.00 2690936

Date:

06/08/2007

Total Attachments: 3

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ASSIGNMENT OF INTELLECTUAL PROPERTY

THIS ASSIGNMENT OF INTELLECTUAL PROPERTY ("Assignment") is effective as of May 16, 2007, by and between Robert T. Reischling ("Assignor") and Reischling Press, Inc. ("Assignee").

WHEREAS, Assignor intends to convey to Assignee all of Assignor's right, title and interest in and to certain assets set forth herein.

NOW, THEREFORE, in consideration of the mutual covenants contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is hereby agreed that:

1. Assignment. For consideration in the amount of ten dollars (\$10.00), Assignor hereby sells, assigns, conveys, transfers, and delivers to Assignee all of Assignor's right, title and interest, legal or equitable, in and to the intellectual property set forth on Exhibit A, attached hereto, and the common law rights and goodwill associated therewith, effective as of the date hereof.

2. Further Assurances. At any time after the date hereof, Assignor shall execute and deliver to Assignee such other documents and instruments, and take such other actions as Assignee may reasonably request to effect the intent of this Assignment.

3. Successors and Assigns. This Assignment will be binding upon, and inure to the benefit of the parties hereto and their respective successors and assigns.

4. Counterparts. This Assignment may be executed in one or more counterparts and by facsimile or other electronic means with the same effect as if the parties had all signed the same document. All counterparts shall be construed together and shall constitute one instrument.

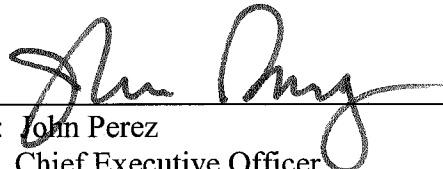
5. Choice of Law. Except to the extent federal law preempts state law with respect to matters related hereto, this Assignment shall be construed and interpreted according to the laws of the State of Washington, without regard to the conflict of law principles thereof.

[Remainder of page left intentionally blank. Signatures appear on the following page.]

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the date first above written.

Assignee:

Reischling Press, Inc.



By: John Perez
Its: Chief Executive Officer

Assignor:

Robert T. Reischling

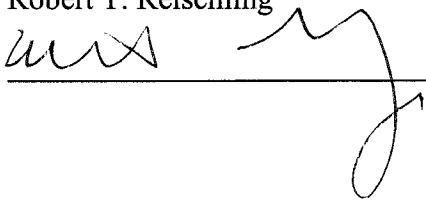


EXHIBIT A

1. Registered Trademarks

<u>Trademark</u>	<u>U.S. Registration No.</u>	<u>Registration Date</u>
iPads.com	2962736	June 21, 2005
iPads.com Bring Your Pictures to Life.	2690936	February 25, 2003
iPads.com	2962735	June 21, 2005

2. Domain Names: www.ipads.com

3. Other: Any and all other intellectual property rights related to the iPads.com business, and the goodwill appurtenant thereto, including (i) any domestic or foreign patent or any application therefor, and any and all reissues, divisions, continuations, renewals, extensions and continuations-in-part thereof; (ii) inventions (whether patentable or not) and improvements; (iii) domestic or foreign copyrights and applications therefor; (iv) other trade and service marks, trade names, or trade dress; and (v) all information related to the iPads.com business that derives independent economic value, actual or potential, from not being generally known to persons who can obtain economic value from its disclosure or use that was subject to reasonable efforts to maintain its secrecy, including, but not limited to, strategic and development plans, financial information, business plans, data, business records, project records, market data and reports, lists of customers and potential customers, business manuals, policies and procedures, information relating to products, technologies (including without limitation software products and systems), source and object code, logic, techniques, inventions, designs, and formulae.