

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
American Association LLC		06/25/2007	LIMITED LIABILITY COMPANY: VIRGINIA
RECEIVING PARTY DATA			
Name:	Pulvermedia Inc.		
Street Address:	115 Broadhallow Road		
Internal Address:	Suite 225		
City:	Melville		
State/Country:	NEW YORK		
Postal Code:	11747		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2801442	FOREWORD FINANCIAL	
CORRESPONDENCE DATA			
Fax Number:	(617)951-8736		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-951-8000		
Email:	eileen.sullivan@bingham.com		
Correspondent Name:	Eileen Sullivan		
Address Line 1:	Bingham McCutchen LLP		
Address Line 2:	150 Federal Street		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	FORWARDFINANCIAL		
NAME OF SUBMITTER:	Eileen Sullivan		
Signature:	/eileen sullivan/		

OP \$40.00 2801442

Date:

07/09/2007

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), is entered into by and between American Association LLC, a limited liability company organized and existing under the laws of the State of Virginia, having an address of 2417 N. Ottawa Street, Arlington, Virginia 22205 ("Assignor"), and Pulvermedia Inc., a corporation organized and existing under the laws of Delaware, having an address of 115 Broadhollow Road, Suite 225, Melville, New York 11747 ("Assignee"), and is effective as of the last date of signature ("Effective Date").

WHEREAS, Assignor has adopted, is using and is the owner of all right, title, interest, and goodwill in and to the service mark, trade name, common-law mark, and other indicia of origin listed in the attached Schedule A (the "Mark");

WHEREAS, Assignor has entered into an Asset Purchase Agreement (the "Asset Purchase Agreement") dated as of June 27, 2007 with Assignee;

NOW, THEREFORE, pursuant to the Asset Purchase Agreement, Assignor does hereby assign, sell and transfer unto Assignee for good and valuable consideration, the receipt, sufficiency and adequacy of which are hereby acknowledged, all of its right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, the right to sue for past infringement thereof, any registrations therefore, and all benefit of the Mark. Assignor does further consent to the recordation of this Assignment with any governmental agency.

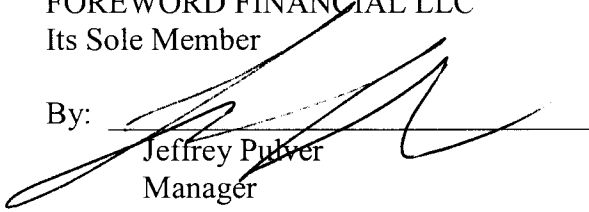
Assignor agrees, without further consideration, to execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to Assignee the right, title and interest conveyed herein, and to take such further actions as may be reasonably requested by Assignee in order to carry out the provisions and purposes of this Assignment including, without limitation, to execute one or more further assignments covering the Mark in a form acceptable for recordation in both the United States Patent and Trademark Office and in foreign trademark offices.

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The foregoing assignment is hereby accepted as of the 25 day of June, 2007.

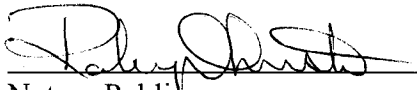
AMERICAN ASSOCIATION LLC
"Assignor"

By: FOREWORD FINANCIAL LLC
Its Sole Member

By: 
Jeffrey Pulver
Manager

New York
STATE OF VIRGINIA
COUNTY OF Suffolk

SUBSCRIBED AND SWORN to before me on this 25 day of June, 2007, appeared Jeffrey Pulver, the person who signed this instrument, who acknowledged that he is the Manager of Foreword Financial LLC, (which is the sole member of American Association LLC, and that being duly authorized he signed such instrument as a free act on behalf of Foreword Financial LLC, the sole member of American Association LLC.


Notary Public

My Commission Expires: _____

Robyn Christie
Notary Public
State of New York
01CH5062216
Qualified in Suffolk County
Commission Expires June 24, 2010

The foregoing assignment is hereby accepted as of the 25th day of June, 2007.

PULVERMEDIA INC.
"Assignee"

By: 

Jason Chudnofsky
President

Massachusetts
STATE OF ~~NEW YORK~~

COUNTY OF Suffolk

SUBSCRIBED AND SWORN to before me on this 25th day of June, 2007, appeared Jason Chudnofsky, the person who signed this instrument, who acknowledged that he is the President of Pulvermedia Inc., and that being duly authorized he signed such instrument as a free act on behalf of Pulvermedia Inc.



Notary Public

My Commission Expires: 10/6/01

SCHEDULE A

SERVICE MARK

<u>MARK</u>	<u>COUNTRY</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
FOREWORD FINANCIAL	United States	2801442	12/30/2003