

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	07/21/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Emil K. Everett		06/21/2007	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Guideposts a Church Corporation
Street Address:	39 Seminary Hill Road
City:	Carmel
State/Country:	NEW YORK
Postal Code:	10512
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78428595	THE POWER OF POSITIVE SELLING

CORRESPONDENCE DATA

Fax Number: (212)575-0671
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212 790-9200
 Email: TRADEMARK@CLL.COM
 Correspondent Name: Midge M. Hyman
 Address Line 1: 1133 Avenue of the Americas
 Address Line 4: New York, NEW YORK 10036-6799

ATTORNEY DOCKET NUMBER:	21659.000/MMH/RMD
NAME OF SUBMITTER:	Midge M. Hyman
Signature:	/midge m.hyman/

Date:

07/19/2007

Total Attachments: 1

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TRADEMARK ASSIGNMENT¹

THIS ASSIGNMENT is made the 21 day of June, 2007 between Emil K. Everett, located at 422 East 72nd Street, New York, New York 10021 ("Assignor") and Guideposts a Church Corporation, a corporation organized and existing under the laws of New York with its principal place of business at 39 Seminary Hill Road, Carmel, New York 10512 ("Assignee").

WHEREAS, Assignor has adopted and used in the United States the trademark and service mark THE POWER OF POSITIVE SELLING and is the owner of U.S. Application Serial No. 78/428,595 for the mark THE POWER OF POSITIVE SELLING (the "Mark"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Mark and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Mark, whether statutory or at common law, including all applications and registrations thereof, together with the goodwill of the business symbolized by the Mark, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

EMIL K. EVERETT

By: 

Name: Emil K. Everett

RHONDA R. BROWN
Notary Public, State of New York
Qualified in Suffolk County
Reg. No. 01BR6135899
My Commission Expires 10-24-2009

Rhonda R. Brown