

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Asset Marketing Systems Insurance Services, LLC		04/10/2007	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Madison Avenue Securities, Inc.		
<b>Street Address:</b>	10731 Treena Street, Suite 201		
<b>City:</b>	San Diego		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92131		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78662063	MADISON AVENUE SECURITIES	
<b>Serial Number:</b>	77131785	MADISON AVENUE SECURITIES, INC.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(619)696-1410		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	619-236-1551		
<b>Email:</b>	trademarks@higgslaw.com		
<b>Correspondent Name:</b>	Charles F. Reidelbach, Jr.		
<b>Address Line 1:</b>	401 West A Street, Suite 2600		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92101		
<b>ATTORNEY DOCKET NUMBER:</b>	103929-00003		
<b>NAME OF SUBMITTER:</b>	Charles F. Reidelbach, Jr.		
<b>Signature:</b>	/charles f. reidelbach, jr/		

CH \$65.00 78662063

Date:

07/31/2007

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

WHEREAS, ASSET MARKETING SYSTEMS INSURANCE SERVICES, LLC, a Delaware limited liability company, with its principal place of business at 9715 Buisnesspark Ave, San Diego, CA 92131 ("ASSIGNOR"), has adopted, used, is using and is the owner of the following trademarks for which applications in the United States Patent and Trademark Office are pending:

Trademark	Application No.	Filed
MADISON AVENUE SECURITIES	78/662,063	June 30, 2005
MADISON AVENUE SECURITIES, INC. & Design	77/131,785	March 15, 2007


WHEREAS, MADISON AVENUE SECURITIES, INC., a Delaware corporation, with its principal place of business at, 10731 Treena Street, Suite 201, San Diego, CA 92131 ("ASSIGNEE"), is desirous of acquiring said trademarks and the applications therefor;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE, all right, title and interest in the United States in and to said trademarks and said applications therefor, together with the goodwill of the business symbolized by said trademarks and said applications to register said trademarks.

The Commissioner of Patents and Trademarks is requested to issue the Certificates of Registration to said assignee, MADISON AVENUE SECURITIES, INC.

Signed, this 10<sup>th</sup> day of APRIL, 2007.

By: ASSET MARKETING SYSTEMS INSURANCE SERVICES, LLC

  
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Wayne Talleur, CFO