

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Defining Presence Marketing Group, Inc.		09/07/2007	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Axel Ltd. Co.		
Street Address:	3151 E Thomas Street		
City:	Inverness		
State/Country:	FLORIDA		
Postal Code:	32607		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77059205	CRACKBERRY	
Serial Number:	77059214	CRACKBERRY	
CORRESPONDENCE DATA			
Fax Number:	(270)477-4574		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(866) 455-8800 x704		
Email:	mswyers@SwyersLaw.com		
Correspondent Name:	Matthew H. Swyers		
Address Line 1:	344 Maple Avenue West, Suite 389		
Address Line 4:	Vienna, VIRGINIA 22180		
NAME OF SUBMITTER:	Matthew H. Swyers		
Signature:	/Matthew H. Swyers/		
Date:	09/10/2007		

OP \$65.00 77059205

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

KNOW ALL BY THESE PRESENTS that the undersigned Assignor, whose name and mailing address is entered below, pursuant to §501.01(a) of the TMEP, does hereby assign to said Assignee, its successors and assigns, to its own proper use and benefit, the service mark(s) "CRACKBERRY" including all right, title and interest, which Assignor has, had or may have therein, and as to which Assignor has, had or may have power to assign, together with any registrations thereof, state, federal, including specifically Serial Nos. 77/059,205 and 77/059,214, or otherwise, and together with all rights and interests appertaining to the foregoing or which may be derived therefrom, and including any rights of prosecution, or to renewal, or to extensions thereof, that have been or may be secured under the laws, now or hereinafter in force or effect, in the United States of America, or in any other county or countries, together with any heretofore or hereafter arising claims for infringement, and actions, causes of action, claims in action and rights and remedies appurtenant and or relating thereto.

The undersigned Assignor declares that all statements made herein, and in the application for Serial Nos. 77/059,205 and 77/059,214, of his own knowledge are true and that all statements made on information and belief are believed to be true.

The undersigned Assignor and Assignee hereby further represent that, pursuant to §501.01(a) of the TMEP, and in compliance with 15 U.S.C. §1060 and 37 C.F.R. §3.16, Assignee is a successor to the Assignor's business.

IN WITNESS WHEREOF Assignor does hereby execute this Assignment of Service Mark on this 5th day of September, 2007.

Assignor: Defining Presence Marketing Group, Inc. dba CRACKBERRY.COM
83 Garry Street, Suite 2707
Winnipeg R3C4J9

Signed: _____

Printed: _____

Craig Brockie

Title: _____

President

NOTARY AFFIDAVIT FOR SIGNATURE OF ASSIGNOR'S NAME

Province Prince Edward Island
State of Prince Edward Island:

City/Country of Charlottetown:

On this 5 day of September, 2007, personally appeared Craig Brockie, an individual to me known (or satisfactorily identified) as a principal of Defining Presence Marketing Group, Inc. dba CRACKBERRY.COM, owner of Serial Nos. 77/059,205 and 77/059,214, and acknowledged that he or she executed the foregoing Assignment of Trademark.



(Notary Public Signature)

[SEAL]

My Commission Expires: _____

Open Death (Date)

IN WITNESS WHEREOF Assignee does hereby execute this Assignment of Service Mark on this 5 day of September, 2007.

Assignee:

Axel Ltd Co
3151 E Thomas Street
Inverness, FL 32607

Signed: _____

Printed: _____

Marcus Adoffsson

Title: _____

President Axel Ltd Co

NOTARY AFFIDAVIT FOR SIGNATURE OF ASSIGNOR'S NAME

State of Florida :

City/County of Alachua :

On this 7th day of September, 2007, personally appeared Marcus Adalstein
an individual to me known (or satisfactorily identified) as a principal of Axel Ltd Co, owner of
Serial Nos. 77/059,203 and 77/059,214, and acknowledged that he or she executed the foregoing
Assignment of Trademark.



(Notary Public Signature)

[SEAL]

My Commission Expires: 10-18-10 (Date)

