

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
Lexicon Marketing Operating Limited		02/03/2005	international business company: BARBADOS

RECEIVING PARTY DATA

Name:	Lexicon Marketing Operating Luxembourg S.a.r.l.
Street Address:	5 rue Guillaume Kroll
City:	Luxembourg
State/Country:	LUXEMBOURG
Postal Code:	L-1882
Entity Type:	private limited liability company: LUXEMBOURG

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78558377	SEGUROS SIN BARRERAS

CORRESPONDENCE DATA

Fax Number: (714)513-5130

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 714.513.5100

Email: uspto-tm-oc@sheppardmullin.com

Correspondent Name: Sheppard Mullin Richter & Hampton LLP

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Address Line 2: Fourth Floor

Address Line 4: Costa Mesa, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER:

0XDM-115888

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

900086721

TRADEMARK
REEL: 003619 FRAME: 0600

CH \$40.00 78558377

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Terry Cloyd

Signature:

/tc/

Date:

09/12/2007

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Trademark Assignment"), effective as of December 29, 2004 (the "Effective Date"), is by and between Lexicon Marketing Operating Limited, a Barbados international business company ("Assignor") and Lexicon Marketing Operating Luxembourg S.à r.l., a private limited liability company (*société à responsabilité limitée*) incorporated under the laws of the Grand Duchy of Luxembourg, having its registered office at 5, rue Guillaume Kroll, L-1882 Luxembourg and registered with the Luxembourg trade and companies register under number B.105.521 ("Assignee").

A. WHEREAS, Assignor presently owns or controls certain trademarks and trademark applications set forth in the attached Schedule A (the "Properties") and;

B. WHEREAS, in furtherance of the foregoing, Assignor desires to transfer, assign, convey, deliver and vest all of its interests and rights in the Properties for all countries, jurisdictions and political entities of the world, to and in Assignee.

NOW, THEREFORE, in consideration of the promises and for other good and valid consideration, the receipt and sufficiency of which are hereby acknowledged, the parties, intending to be legally bound, agree as follows:

Assignor, does hereby assign, convey, transfer and deliver, and agrees to assign, convey, transfer and deliver to Assignee, its successors, legal representatives, assigns and nominees, Assignor's entire right, title and interest in, to and under the Properties, together with the goodwill of the business symbolized by the Properties and all income, royalties and damages now and hereafter due and/or payable to Assignor, for all countries, jurisdictions and political entities of the world, along with the right to sue for past, present and future infringements, in and to all the Properties, and corresponding counterpart foreign Trademark Rights with respect to which, and to the extent to which, Assignor now has or hereafter acquires the right to so assign, convey, transfer and deliver.

AND THE ASSIGNOR HEREBY authorizes and requests the Commissioner of the United States Patent and Trademark Office, and any official of any country or countries foreign to the United States, whose duty is to issue Trademark Rights or other evidence or forms of intellectual or industrial property protection on applications as aforesaid, to issue the same to the Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND THE ASSIGNOR HEREBY covenants and agrees that the Assignor has full right to convey the entire interest herein assigned, and that the Assignor has not executed, and will not execute, any agreement in conflict herewith.

AND THE ASSIGNOR HEREBY further covenants and agrees that the Assignor will communicate to the Assignee, its successors, legal representatives and assigns, any facts known to the Assignor respecting the Properties, and testify in any legal proceeding, sign all lawful papers, make all rightful oaths, and generally do everything possible to aid the Assignee,

its successors, legal representatives and assigns, to obtain and enforce proper protection for the Properties.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Trademark Assignment to be duly executed by its duly authorized officer on the date set forth below.

LEXICON MARKETING OPERATING LIMITED

By: [Signature]

Its: CFO

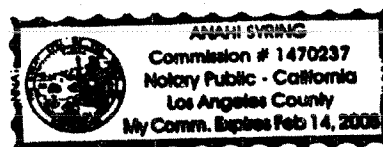
Date: 2/23/05

STATE OF California)
COUNTY OF Los Angeles)ss:

On this 23 day of February 2005 , before me the undersigned, a Notary Public for the State of California, personally appeared Dean Archibald, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

[Signature]
Signature of Notary



IN TESTIMONY WHEREOF, ASSIGNEE has caused this Trademark Assignment to be duly executed by its duly authorized officer on the date set forth below.

LEXICON MARKETING OPERATING LUXEMBOURG S.A. R.L.

By: Frank Winkler

Its: _____

Date: 2/23/05

STATE OF Virginia)
COUNTY OF Albemarle) ss:

On this 23 day of February 2005, before me the undersigned, a Notary Public for the State of Virginia, personally appeared Frank Winkler, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Stephen L. Lanning
Signature of Notary
My Commission Expires
January 31, 2007