

09-14-2007



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-Y

To the Director of the U. S. Patent and Trademark Office, or to the appropriate receiving office, for the documents or the new address(es) below.

9-13-07

**1. Name of conveying party(ies):**  
 Ad South Marketing, LLC  
 1515 Federal Hwy, No 218  
 Boca Raton, Florida 33432

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation- State: California  
 Other \_\_\_\_\_

Citizenship (see guidelines) Florida

Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**  
 Additional names, addresses, or citizenship attached?  Yes  No

Name: Delarosa, Inc  
 Internal Address: \_\_\_\_\_  
 Street Address: 300 E 77th Street  
 City: New York  
 State: New York  
 Country: USA Zip: 10075

Association      Citizenship \_\_\_\_\_  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship \_\_\_\_\_  
 Corporation      Citizenship Florida  
 Other \_\_\_\_\_      Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)

**3. Nature of conveyance /Execution Date(s) :**  
 Execution Date(s) August 8, 2007

Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s) 76/633, 936  
 B. Trademark Registration No.(s) 3,060,018

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):  
E70

**5. Name & address of party to whom correspondence concerning document should be mailed:**  
 Name: Dan DeLa Rosa, Esq.  
 Internal Address: \_\_\_\_\_  
 Street Address: 300 E 77th Street  
Suite 24C  
 City: New York  
 State: NJ Zip: 10075  
 Phone Number: 212-570-6597  
 Fax Number: 212-570-9053  
 Email Address: DanDeLaRosa@msn.com

**6. Total number of applications and registrations involved:** 1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41)** \$ 40

Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed

**8. Payment Information:**  
 a. Credit Card Last 4 Numbers \_\_\_\_\_  
 Expiration Date \_\_\_\_\_  
 b. Deposit Account Number \_\_\_\_\_  
 Authorized User Name \_\_\_\_\_

**9. Signature:** [Signature] 9/10/07  
 Signature Date  
Dan M. DeLa Rosa, Esq.  
 Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 10

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

# ASSIGNMENT

**WHEREAS**, I, the undersigned president of assigning corporation, whose post office address is set forth below, owns rights to the following trademark:

**E70**

for which there is a federal registration for the above trademark (U.S. Registration No. 3,062,018) which was registered on February 28, 2006; and

**WHEREAS**, Delarosa Inc., dba Delmar, Inc., a corporation organized and existing under the laws of the state of New York, and having a place business at 300 East 77<sup>th</sup> Street, Suite 24C, New York, NY 10075 (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire interest in and ownership of all rights to the above trademark and the federal registration including any and all state or common law rights to the above trademark or any similar legal protection to be obtained therefore in the United States and in any and all foreign countries.

**NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN**, be it known that for good valuable consideration, we hereby sell, assign and transfer to ASSIGNEE the full and exclusive right, title and interest to said trademark including, but not limited to all common law and state rights to the trademark in the United States and its territorial possessions and in all foreign countries and to all trademark registrations or similar legal protection in the United States and its territorial possessions.

**I HEREBY CONVENANT**, that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale; and

**I FURTHER COVENANT** that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said trademark, said federal registrations and legal equivalents in foreign countries as may be known and accessible to me and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said trademark application(s), said trademark and said Trademark Registration and said equivalents thereof in any foreign country which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, we have hereunto set hand and seal this 8<sup>th</sup> day of August 2007.

AdSouth Marketing, LLC

By: Vertical Branding, Inc., Managing Member  
1600 Ventura Boulevard, Suite 301  
Encino, CA 91436

By: [Signature]  
Alan Gerson, President

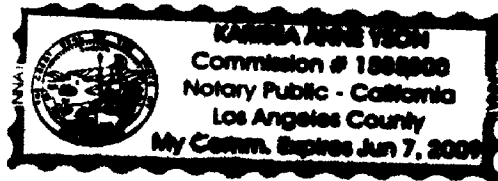
The State of California )  
County of Los Angeles )

On August 8, 2007 before me, KARISSA YSON personally appeared Alan Gerson personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal

(This area for official notarial seal)

[Signature]



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Delarosa, Inc.  
Serial No.: 76/633,936  
Filed: March 15, 2005  
Registration No.: 3,062,018  
Registration Date: February 28, 2006  
Mark: e70  
Class: 3 & 5  
Docket: TM-0085-US

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**CERTIFICATE OF FIRST CLASS MAILING**

Date of Deposit: September 10, 2007

I hereby certify that the following attached paper (s) and/or fee

- (1) An Assignment;
- (2) A Trademark Recordation Form Cover Sheet;
- (3) A Check for \$40.00;
- (4) A Certificate of First Class Mailing; and
- (5) A self-addressed stamped postcard, return of which is requested to acknowledge receipt of the enclosed documents

Is being deposited in the United States Postal Service First Class Mail on the date indicated above and is addressed to the "Mail Stop Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450".

Respectfully submitted,

  
Dan M. DeLaRosa

Dated: September 10, 2007

**CORRESPONDENCE:**

Dan M. DeLaRosa  
300 East 77<sup>th</sup> St., Suite 24C  
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