

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	08/09/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Segment Promotions, Inc.		08/09/2007	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	PromoWorks, L.L.C.
Street Address:	300 North Martingale Road
City:	Schaumburg
State/Country:	ILLINOIS
Postal Code:	60173
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78652128	HEALTH TRENDS SAMPLING NETWORK

CORRESPONDENCE DATA

Fax Number: (312)258-5700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-258-5641
 Email: trademarks@schiffhardin.com
 Correspondent Name: Jeanette S. Zimmer
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ATTORNEY DOCKET NUMBER:	26268-0045
NAME OF SUBMITTER:	Jeanette S. Zimmer
Signature:	/Jeanette S. Zimmer/

CH \$40.00 78652128

Date:

09/26/2007

Total Attachments: 1

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NUNC PRO TUNC ASSIGNMENT

This NUNC PRO TUNC TRADEMARK ASSIGNMENT is by and between Segment Promotions, Inc., a Florida corporation, having an address at 111 Founders Plaza, 2nd Floor, East Hartford, CT 06108 ("ASSIGNOR") and PromoWorks, L.L.C., an Illinois corporation, having an address at 300 North Martingale Road, Schaumburg, IL 60173 ("ASSIGNEE").

WHEREAS, ASSIGNOR has applied to register the following Mark on the Principal Register of the United States Patent and Trademark Office:

MARK	SERIAL. NO.	FILING DATE
 The logo for 'HEALTH trends SAMPLING NETWORK'. 'HEALTH' is in a bold, sans-serif font, 'trends' is in a cursive script font, and 'SAMPLING NETWORK' is in a smaller, spaced-out sans-serif font below a horizontal bar.	78/652,128	June 16, 2005


The above-identified application was filed based on ASSIGNOR's *bona fide* intent to use the Mark in commerce in connection with: "business marketing services."

ASSIGNEE is the successor, by separately documented assignment, to the portion of the on-going and existing business to which the Mark pertains, and in connection with which ASSIGNOR has a *bona fide* intent to use the Mark, and in connection with which ASSIGNEE similarly has a *bona fide* intent to use the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer, convey and deliver to ASSIGNEE: (1) all right, title and interest in and to said Mark and the Registration resulting therefore, together with the goodwill of the business symbolized by said Mark and Registration, and all common law rights in any manner associated therewith; (2) the right to bring and maintain all causes of actions (either in law or in equity) based on the Mark and Registration, including the right to sue, counterclaim and recover any past or future infringement of the Mark and Registration; and (3) all income, royalties, damages and payments that are due or payable with respect to the Mark or Registration, effective *nunc pro tunc* as of _____.

Segment Promotions, Inc.

Date: August 9, 2007

By: 

Name: Stephen P. Regan
TRADEMARK