

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Go Apply, LLC		09/28/2007	LIMITED LIABILITY COMPANY: NEVADA

RECEIVING PARTY DATA

Name:	FNRES Holdings, Inc.
Street Address:	601 Riverside Avenue
City:	Jacksonville
State/Country:	FLORIDA
Postal Code:	32204
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	78557957	YOUR FINANCIAL MATCHMAKER
Registration Number:	3040193	GOAPPLY.COM
Registration Number:	3139118	GO APPLY.COM
Registration Number:	3141237	GO APPLY LEADS
Registration Number:	3228452	ELEADZ

CORRESPONDENCE DATA

Fax Number: (314)436-8400
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (314) 231-2800
 Email: jbg@stolarlaw.com
 Correspondent Name: John B. Greenberg
 Address Line 1: 911 Washington Avenue
 Address Line 2: 7th Floor
 Address Line 4: St. Louis, MISSOURI 63101

OP \$140.00 78557957

NAME OF SUBMITTER:	John B. Greenberg, Attorney
Signature:	/John B. Greenberg/
Date:	10/01/2007
Total Attachments: 1 source=go apply#page1.tif	

SERVICE MARK ASSIGNMENT

THIS SERVICE MARK ASSIGNMENT ("Assignment"), dated as of September 28, 2007, is made and entered into by Go Apply, LLC, a Nevada limited liability company (the "Assignor"), in favor of FNRES Holdings, Inc., a Delaware corporation (the "Assignee").

WHEREAS, Assignor is the sole, exclusive and unencumbered owner of the following service marks:

- GOAPPLY.COM, a word mark subject to common law rights and a registration with the United States Patent and Trademark Office, Registration No. 3,040,193;
- GO APPLY.COM & design, a mark subject to common law rights and a registration with the U.S. Patent and Trademark Office, Registration No. 3,139,118;
- GO APPLY LEADS & design, a mark subject to common law rights and a registration with the U.S. Patent and Trademark Office, Registration No. 3,141,237;
- ELEADZ, a word mark subject to common law rights and a registration with the U.S. Patent and Trademark Office, Registration No. 3,228,452; and
- YOUR FINANCIAL MATCHMAKER, a word mark subject to common law rights and a pending application with the U.S. Patent and Trademark Office, Serial No. 78/557,957.

WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to each of the above-identified service marks (collectively, the "Marks"), registrations (collectively, the "Registrations") and application (the "Application"), along with the goodwill associated with the Marks, Registrations and Application;

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

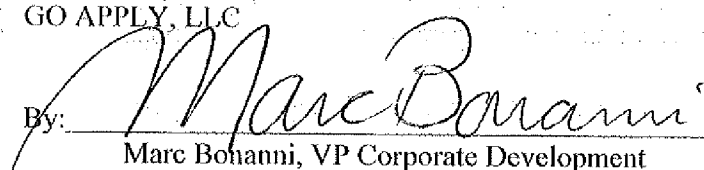
1. Assignor hereby assigns, sells and sets over to Assignee, all right, title and interest in and to the Marks, Registrations and Application therefor, together with the goodwill of Assignor's business symbolized by the Marks, Registrations and Application, and all other rights that Assignor has enjoyed thereunder, including, without limitation, all rights and remedies based upon past infringement (including the right to sue and collect damages and profits for such infringement).

2. Assignor covenants and agrees that it will, at any time, on request, execute and deliver any and all papers that may be necessary or desirable to perfect the title to the aforementioned assets and rights assigned by this Assignment.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the day and year first above written.

GO APPLY, LLC

By: _____


Marc Bohanni, VP Corporate Development
& Compliance