

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 Vertical, Inc.		08/17/2007	CORPORATION: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Go Vertical LLC of Pennsylvania		
Street Address:	950 N. Penn Street		
City:	Philadelphia		
State/Country:	PENNSYLVANIA		
Postal Code:	19123		
Entity Type:	LIMITED LIABILITY COMPANY: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2136458	GO VERTICAL	
CORRESPONDENCE DATA			
Fax Number:	(203)782-2889		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	203.498.4347		
Email:	fduffin@wiggins.com		
Correspondent Name:	Francis J. Duffin		
Address Line 1:	One Century Tower		
Address Line 2:	P.O. Box 1832		
Address Line 4:	New Haven, CONNECTICUT 06508-1832		
ATTORNEY DOCKET NUMBER:	17885-1		
NAME OF SUBMITTER:	Francis J. Duffin		
Signature:	/Francis J. Duffin/		
Date:	10/05/2007		

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Total Attachments: 1
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ORIGINAL

EXHIBIT 1

ASSIGNMENT

BACKGROUND

A. **Go Vertical, Inc.**, a Connecticut corporation with its principal place of business at Stamford, CT ("Assignor"), owns and has used in its business the following mark, which is registered (the "Trademark"):

<u>REG. NO.</u>	<u>REG. DATE</u>	<u>MARK</u>
2136458	2/17/1998	GO VERTICAL & Design

B. **Go Vertical LLC of Pennsylvania**, a Pennsylvania limited liability company with its principal place of business at Philadelphia, PA ("Assignee"), desires to acquire the entire right, title and interest in and to the Trademark, its accompanying registration, and any renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith.

AGREEMENT

NOW, THEREFORE, for one dollar and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, and intending to be legally bound, Assignor sells, assigns, and transfers to Assignee, its successors or assigns, the entire right, title and interest in and to the Trademark and any and all extensions and renewals that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

Assignor has executed this assignment as of the date first written above.

Go Vertical, Inc.

By: *Sidney Gitlitz*

Sidney Gitlitz
Please Print Name

Vice President
Title

8-17-07
Date

ACKNOWLEDGMENTS

State of New York)
County of Nassau) ss.

On this 17 th day of August, 2007, personally appeared before me the above-named Sidney Gitlitz to me known and known by me to be the person described in and who executed the foregoing instrument, and subscribed the same in my presence, and acknowledged the same to be his free act and deed in and for the purposes set forth in said instrument.

LOIS LUCIERE
NOTARY PUBLIC, State of New York
No. 01LU5055449
Qualified in Nassau County
Commission Expires 2/12/10

Lois Luciere
NOTARY PUBLIC