

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
KAR Printing, Inc.		09/27/2007	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Shared Mail Acquisitions, LLC		
Street Address:	13930 NW 60th Avenue		
City:	Miami Lakes		
State/Country:	FLORIDA		
Postal Code:	33014		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3149692	DOODAD	
CORRESPONDENCE DATA			
Fax Number:	(317)231-7433		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3172311313		
Email:	mfrisby@btlaw.com		
Correspondent Name:	Mary Jane Frisby		
Address Line 1:	11 South Meridian Street		
Address Line 2:	Barnes & Thornburg LLP		
Address Line 4:	Indianapolis, INDIANA 46204		
ATTORNEY DOCKET NUMBER:	38034-75903		
NAME OF SUBMITTER:	Mary Jane Frisby		
Signature:	/mjf/		
Date:	10/10/2007		

CH \$40.00 3149692

Total Attachments: 1
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TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, KAR Printing, Inc., a Florida corporation with an address at 13930 NW 60th Avenue, Miami Lakes, FL ("Assignor"), hereby assigns, sells, conveys and transfers to Shared Mail Acquisitions, LLC, a Florida limited liability corporation with a business address of 13930 NW 60th Avenue, Miami Lakes, FL ("Assignee"), all rights, title, and interest to the trademark DOODAD (the "Mark"), including the federal and foreign registrations for the Mark as listed below, the common law rights to the Mark, the goodwill of the business with which the Mark is used, all claims for damages by reason of infringement of the Mark, and the right to sue for and collect the same for its own use and for the use of its successors and assigns.

ASSIGNOR:
KAR Printing, Inc.

Signed:

Mulliken

Title:

Vice President

Date:

9/27/07

TRADEMARK Registrations

<u>Mark</u>	<u>Registration No.</u>	<u>Country</u>
DOODAD	3149692	United States
DOODAD	940330	Mexico