

10-25-2007

Form PTO-1594 (Rev. 07/05)  
OMB Collection 0651-0027 (exp. 6/30/7)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office



103455866

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

2-27-07

1. Name of conveying party(ies):

Interactive Market Systems, Inc.

- Individual(s)
- General Partnership
- Corporation - State: New York
- Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

3. Nature of conveyance / Execution Date(s):

Execution Date(s) February 20, 2007

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

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: The Advantage Software Company, Inc.

Internal

Address: \_\_\_\_\_

Street Address: 119 Backstretch Lane

City: Mooresville

State: North Carolina

Country: USA

Zip: 28117

- Association
- General Partnership
- Limited Partnership
- Corporation
- 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)

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

A. Trademark Application No.(s) \_\_\_\_\_

B. Trademark Registration No.(s)

1,349,023

Additional sheet(s) attached?  Yes  No

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

ADMAN

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Davis D. Thompson, Esq.

Internal Address: \_\_\_\_\_

Street Address: 17871 Park Plaza Drive

City: Cerritos

State: California

Zip: 90703

Phone Number: (562) 653-3200

Fax Number: (562) 653-3749

Email Address: dthompson@aair.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 100.00 Pd.

- 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

2/27/07

Date

Davis D. Thompson

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

03/06/2007 0000010 0

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\$40.00

03/05/2007

CK

TRADEMARK

REEL: 003648 FRAME: 0105

TRADEMARK ASSIGNMENT

WHEREAS, INTERACTIVE MARKET SYSTEMS, INC., a New York State corporation having offices at 770 Broadway, New York, New York 10003 ("Assignor"), is the owner of all rights, interest, and goodwill in the trademark ADMAN for use in connection with computer software programs recorded on disks and diskettes and user manuals sold therewith, including the goodwill of the business symbolized thereby and the registration issued therefor in the United States Patent and Trademark Office, Registration No. 1,349,023 issued July 16, 1985 and renewed and currently in full force ("the Trademark"); and

WHEREAS, pursuant to a license agreement with Assignor, THE ADVANTAGE SOFTWARE COMPANY, INC., a California corporation located at 149 Backstretch Lane, Mooresville, North Carolina 28117 ("Assignee"), has used the Trademark for the aforesaid goods continuously for the past five years; and

WHEREAS, as part of the consideration in connection with the aforesaid License Agreement, Assignor and Assignee agreed that after five years of continuous use by Assignee, Assignor would assign all rights and interest in the Trademark to Assignee; and

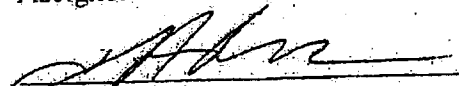
WHEREAS, Assignee has satisfied the foregoing condition and Assignor wishes to assign all its right, title and interest in the trademark, including the goodwill appurtenant thereto and the registration therefor to Assignee;

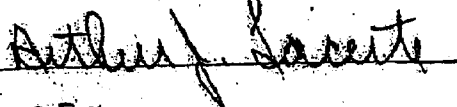
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to the Trademark, including the goodwill of the business symbolized thereby and the aforesaid registration therefor, including the right to maintain the registration and the right to sue for and retain any and all damages and profits, whether past, present, or future, and to seek other remedies for any and all past or future infringements of the Trademark, as well as any other rights that Assignor may have been able to assert against other parties regarding the Trademark.

IN WITNESS WHEREOF, the parties hereto have executed and delivered this Assignment, effective as of the date of signing below.

INTERACTIVE MARKET SYSTEMS, INC.  
Assignor

THE ADVANTAGE SOFTWARE COMPANY, INC.  
Assignee

By:   
Name: James A. Ross  
Title: Secretary

By:   
Name: Arthur Lavette  
Title: CEO

Dated: February 2, 2007

Dated: 2/20/07