

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		CHANGE OF NAME	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Most Effective Media, Inc.		11/01/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	OwnerIQ, Inc.		
Street Address:	154 Wells Avenue, Suite # 6		
City:	Newton		
State/Country:	MASSACHUSETTS		
Postal Code:	02459		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77309653	OWNERIQ	
CORRESPONDENCE DATA			
Fax Number:	(617)832-7000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617.832.1000		
Email:	ustrademark@foleyhoag.com		
Correspondent Name:	Susan Montgomery, Esq., Foley Hoag LLP		
Address Line 1:	155 Seaport Boulevard		
Address Line 4:	Boston, MASSACHUSETTS 02210		
ATTORNEY DOCKET NUMBER:	27296-3		
NAME OF SUBMITTER:	Susan Barbieri Montgomery		
Signature:	/xxx/		
Date:	11/01/2007		

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