

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
P2NYC, INC.		11/13/2007	CORPORATION:
RECEIVING PARTY DATA			
Name:	PHILIP PELUSI PHYTOLINK 4.0, INC.		
Street Address:	101 SOUTH SIXTEENTH STREET		
City:	PITTSBURGH		
State/Country:	PENNSYLVANIA		
Postal Code:	15203		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77044778	ARIUM	
CORRESPONDENCE DATA			
Fax Number:	(412)566-6099		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(412)566-6083		
Email:	ipmail@eckertseamans.com		
Correspondent Name:	KIRK D. HOUSER		
Address Line 1:	600 GRANT STREET		
Address Line 4:	PITTSBURGH, PENNSYLVANIA 15219		
ATTORNEY DOCKET NUMBER:	162173-00028		
NAME OF SUBMITTER:	KIRK D. HOUSER		
Signature:	/kirk d. houser/		
Date:	11/15/2007		

OP \$40.00 77044778

Total Attachments: 2
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SERVICE MARK ASSIGNMENT

WHEREAS, P2NYC, Inc., a New York corporation, having a place of business at #8B 255 West 108th Street, New York, New York 10025 ("Assignor"), has adopted and used and is using the mark which is the subject of a United States Service Mark Application listed on Schedule A attached hereto (referred to hereinafter as the "Mark"); and

WHEREAS, PHILIP PELUSI PHYTOLINK 4.0, INC., a Pennsylvania corporation, having a place of business at 101 South Sixteenth Street, Pittsburgh, Pennsylvania 15203 ("Assignee"), desires to acquire the Mark, the Application therefor, and any registration issuing from said Application;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other 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 Mark, the Application therefor, and any registration issuing from said Application, together with the goodwill of the business symbolized by the Mark.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed by its duly authorized officer this 13th day of November, 2007.

P2NYC, Inc.

By: *Philip Pelusi*
[Signature]

PHILIP PELUSI
[Typed/Printed Name]

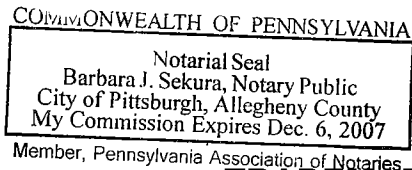
Title: **President**

COMMONWEALTH OF PENNSYLVANIA :
: SS
COUNTY OF ALLEGHENY :

On this 13th day of November, 2007, before me, a Notary Public, personally appeared **PHILIP PELUSI** to me known and known to me to be the person who signed the foregoing instrument as President of P2NYC, Inc., a New York corporation. I further certify that said individual is duly authorized to sign the foregoing instrument in the name of said corporation.

Barbara J. Sekura
Notary Public

[NOTARIAL SEAL]



SCHEDULE A

UNITED STATES SERVICE MARK APPLICATION

MARK	APPLICATION SERIAL NO.	FILING DATE
ARIUM (and Design)	77/044,778	November 15, 2006