

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Extrameasures, LLC		12/31/2006	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	888extramoney.com, LLC		
<b>Street Address:</b>	8910 University Center Lane, Suite 475		
<b>City:</b>	San Diego		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92122		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2400947	EXTRAMONEY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)803-2209		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-407-4000		
<b>Email:</b>	nytrademark@loeb.com		
<b>Correspondent Name:</b>	Colleen Parker - LOEB & LOEB LLP		
<b>Address Line 1:</b>	345 Park Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10154		
<b>NAME OF SUBMITTER:</b>	Colleen Parker		
<b>Signature:</b>	/Colleen Parker/		
<b>Date:</b>	12/10/2007		

**CH \$40.00 2400947**

Total Attachments: 1

**900093768**

**TRADEMARK  
 REEL: 003674 FRAME: 0959**



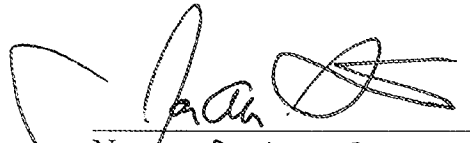
## TRADEMARK ASSIGNMENT

It is hereby acknowledged and agreed, that for and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, effective December 31, 2006, Extrameasures, LLC a Delaware limited liability company with its principal office at 8910 University Center Lane, Suite 475, San Diego, California 92122 ("Assignor"), did sell, assign, and transfer to 888extramoney.com, LLC, a Delaware limited liability company with its principal offices at 8910 University Center Lane, Suite 475, San Diego, California 92122 ("Assignee"), absolutely and forever, the entire right, title, and interest, whether statutory or at common law, in and to the trademark EXTRAMONEY (the "Mark"), together with the goodwill of the business symbolized by the Mark, and all corresponding registrations and applications, including U.S. Registration No. 2400947 as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is dated the 5<sup>th</sup> day of December 2007.

Extrameasures, LLC



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Name: Jon Allen Steinert  
Title: President & CEO