

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
Extrameasures, LLC		12/31/2004	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	888extramoney.com, LLC		
Street Address:	8910 University Center Lane, Suite 475		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92122		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2179428	EXTRAMEASURES	
Registration Number:	2177483	EXTRAMEASURES	
CORRESPONDENCE DATA			
Fax Number:	(312)803-2209		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-407-4000		
Email:	nytrademark@loeb.com		
Correspondent Name:	Colleen Parker - LOEB & LOEB LLP		
Address Line 1:	345 Park Avenue		
Address Line 4:	New York, NEW YORK 10154		
NAME OF SUBMITTER:	Colleen Parker		
Signature:	/Colleen Parker/		
Date:	12/10/2007		

CH \$65.00 2179428

Total Attachments: 2

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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, 2004, 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 trademarks listed in Exhibit A (the "Marks"), together with the goodwill of the business symbolized by the Marks, and all corresponding registrations and applications, including U.S. Registration Nos. 2179428 and 2177483 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 Marks and other corresponding rights in the Assignee.

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

Extrameasures, LLC

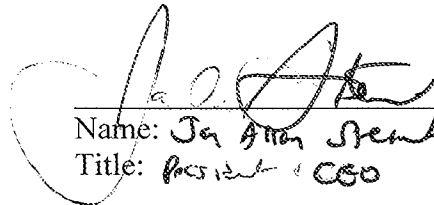

Name: Jay Allen Stent
Title: President & CEO

Exhibit A

MARKS
EXTRAMEASURES (word mark)
extrameasures (design element)