

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
Competitor, Inc.		01/21/2000	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Competitor Publishing, Inc.		
Street Address:	444 South Cedros Avenue		
Internal Address:	Suite 185		
City:	Solana Beach		
State/Country:	CALIFORNIA		
Postal Code:	92075		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1502162	COMPETITOR	
CORRESPONDENCE DATA			
Fax Number:	(858)793-2710		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(858) 793-2711		
Email:	lois@competitor.com		
Correspondent Name:	Lois Schwartz		
Address Line 1:	444 South Cedros Avenue		
Address Line 2:	Suite 185		
Address Line 4:	Solana Beach, CALIFORNIA 92075		
ATTORNEY DOCKET NUMBER:	1551.52412		
NAME OF SUBMITTER:	Competitor, Inc.		
Signature:	/Lois Schwartz, President/		

CH \$40.00 1502162

Date:

12/11/2007

Total Attachments: 1

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**ASSIGNMENT OF TRADEMARK
COMPETITOR**

Competitor, Inc., a California corporation ("Assignor"), has adopted and used the trademark, service mark, and tradename "COMPETITOR" in connection with business of Assignor (collectively, the "Trademark"). Assignor has registered the Trademark as follows:

1. United States Federal Patent and Trademark Office Principal Register, registered August 30, 1988, Trademark Registration No. 1502162;
2. State of California, registered December 10, 1987, as Trademark Registration No. 86169, renewed in 1997 as Trademark Renewal No. 15347, and renewed in 2007 as Trademark Renewal No. 18683; and
3. State of Illinois, registered November 18, 1987, as Trademark Registration No. 61382, renewed in 1997 as Trademark Registration No. 61382, and renewed in 2007 as Trademark Registration No. 61382.

FOR VALUABLE CONSIDERATION, the receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Competitor Publishing, Inc., a California corporation, all of the right, title, and interest of Assignor in and to the Trademark, including without limitation all goodwill associated with the use of the Trademark, and all rights in the three registrations of the Trademark as described above.

This Assignment of Trademark shall be effective as of January 21, 2000.

ASSIGNOR:

COMPETITOR, INC.,
a California corporation

By: Lois Schwartz
(name, title)

Lois Schwartz
Manager