

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	10/10/2007

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Greg C. Kazmierczak		10/10/2007	INDIVIDUAL: UNITED STATES

**RECEIVING PARTY DATA**

Name:	LowerMyBills, Inc.
Street Address:	2401 Colorado Ave.
City:	Santa Monica
State/Country:	CALIFORNIA
Postal Code:	90404
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	78496058	LOWER MY PAYMENT.COM

**CORRESPONDENCE DATA**

Fax Number: (202)682-3580  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: jryniewicz@kayescholer.com  
 Correspondent Name: John P. Rynkiewicz  
 Address Line 1: 901 Fifteenth Street, N.W.  
 Address Line 2: Suite 1100  
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	39158-0005
NAME OF SUBMITTER:	John P. Rynkiewicz
Signature:	/john p rynkiewicz/

CH \$40.00 78496058

Date:

12/12/2007

**Total Attachments: 3**

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ASSIGNMENT

WHEREAS, Greg C. Kazmierczak, an individual, with an address at 48 Aiken St, Norwalk, CT 06850 ("Assignor") is the owner of the pending United States trademark application and identified in the attached Schedule; and

WHEREAS, LowerMyBills, Inc., a Delaware corporation, with an address at 2401 Colorado Ave., Santa Monica, California 90404 ("Assignee"), is acquiring from Assignor this trademark application identified in the attached Schedule;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, as more fully set forth in that certain Confidential Settlement Agreement and Mutual Release between Assignor and Assignee dated October \_\_, 2007, Assignor hereby transfers and assigns to Assignee all of Assignor's rights, title and interest in and to the trademark application identified in the attached Schedule as well as all other rights in the lowermypayment.com name and unregistered marks that may exist, together with all of the goodwill of the business associated with Assignor's previous uses of the lowermypayment.com domain name and lowermypayment.com mark.

The rights transferred by this Assignment include the right to bring all legal actions related to the trademark application, including actions for any infringement, no matter whether the infringement occurred before or after the assignment, and the right to recover damages for such infringement.

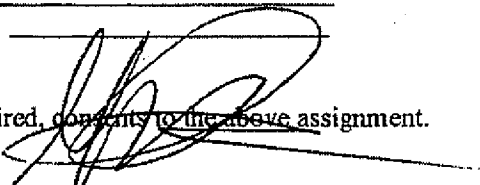
IN WITNESS WHEREOF, the Assignor has executed this instrument on this 10<sup>th</sup> day of October, 2007

GREG C. KAZMIERCZAK

\_\_\_\_\_

WEB MARKETING SOLUTIONS, LLC, to the extent necessary or required, consents to the above assignment.

By: \_\_\_\_\_  
Its: \_\_\_\_\_



VERTRUE, INC., to the extent necessary or required, consents to the above assignment.

By: \_\_\_\_\_  
Its: SVR #6C

Sworn and subscribed before me this \_\_\_ day of \_\_\_\_\_, 2007

Notary Public

ASSIGNMENT

WHEREAS, Greg C. Kazmierczak, an individual, with an address at 48 Aiken St, Norwalk, CT 06850 ("Assignor") is the owner of the pending United States trademark application and identified in the attached Schedule; and

WHEREAS, LowerMyBills, Inc., a Delaware corporation, with an address at 2401 Colorado Ave., Santa Monica, California 90404 ("Assignee"), is acquiring from Assignor this trademark application identified in the attached Schedule;

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IN WITNESS WHEREOF, the Assignor has executed this instrument on this 10<sup>th</sup> day of October, 2007

GREG C. KAZMIERCZAK

*Greg Kazmierczak*

WEB MARKETING SOLUTIONS, LLC, to the extent necessary or required, consents to the above assignment.

By: *Greg Kazmierczak*  
Its: *Sub member*

VERTRUE, INC., to the extent necessary or required, consents to the above assignment.

By: \_\_\_\_\_  
Its: \_\_\_\_\_

Sworn and subscribed before me this \_\_\_\_ day of \_\_\_\_\_, 2007

Notary Public

SCHEDULE

Trademark Application

Serial Number  
78496058

Mark  
LOWER MY PAYMENT.COM (& design)

Unregistered Trademarks

Mark  
LOWERMYPAYMENT  
LOWER MY PAYMENT.COM  
LOWER MY PAYMENT  
LOWERMYPAYMENT.COM