

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Boston Communications Group, Inc.		12/21/2007	CORPORATION: MASSACHUSETTS

**RECEIVING PARTY DATA**

<b>Name:</b>	Cellular Express, Inc.
<b>Street Address:</b>	100 Crosby Drive
<b>City:</b>	Bedford
<b>State/Country:</b>	MASSACHUSETTS
<b>Postal Code:</b>	01730
<b>Entity Type:</b>	CORPORATION: MASSACHUSETTS

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Registration Number:	2710855	BCGI
Registration Number:	2265002	BCGI
Registration Number:	2964908	BOSTON COMMUNICATIONS GROUP, INC.
Registration Number:	2865034	CELLULAR EXPRESS
Registration Number:	3053011	MOBILE GUARDIAN
Registration Number:	3123076	PAYEXTEND
Registration Number:	2635067	PREPAID CONNECTION
Registration Number:	3339503	SELFCARE
Registration Number:	3179519	VOYAGER BILLING
Registration Number:	3339504	WAPCARE
Registration Number:	3207754	WEBCARE
Registration Number:	2787566	WIRELESS FUNDING SOLUTIONS
Registration Number:	2572027	WIRELESS WALLET

**CH \$415.00 2710855**

Serial Number:	77325983	UNLOCK THE POWER OF WIRELESS
Serial Number:	78399172	VOYAGER
Serial Number:	77325994	XIUS-BCGI UNLOCK THE POWER OF WIRELESS

**CORRESPONDENCE DATA**

Fax Number: (401)276-6611  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 401.274.9200  
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Correspondent Name: John E. Ottaviani  
Address Line 1: F.D.R. Station, P.O. Box 130  
Address Line 2: Edwards Angell Palmer & Dodge LLP  
Address Line 4: New York, NEW YORK 10150

ATTORNEY DOCKET NUMBER:	21268/0018
NAME OF SUBMITTER:	John E. Ottaviani
Signature:	/John E. Ottaviani/
Date:	12/21/2007

Total Attachments: 2  
source=BCGI to Cellular Express#page1.tif  
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**ASSIGNMENT OF TRADEMARKS**

WHEREAS, Boston Communications Group, Inc., a Massachusetts corporation with its principal place of business at 100 Crosby Drive, Bedford, Massachusetts 01730 ("Assignor"), is the owner of the trademark registrations and trademark applications set forth in Exhibit A attached hereto and made a part hereof; and

WHEREAS, Cellular Express, Inc., a Massachusetts corporation with its principal place of business at 100 Crosby Drive, Bedford, Massachusetts 01730 ("Assignee"), desires to acquire all rights Assignor has or may have in such trademark registrations and applications.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee all of its right, title and interest in and to the trademark registrations and trademark applications listed in Exhibit A, together with the goodwill of the business symbolized by the marks and the listed registrations in the listed jurisdictions; the trademarks to be held by Assignee for its own use and enjoyment and for the use and enjoyment of its successors and assigns as fully and entirely as they would have been held and enjoyed by Assignor had such assignment not been made.

Assignor hereby authorizes and requests the duly authorized officials of each jurisdiction identified in Exhibit A to take such action as may be required to give effect to the sale, assignment and transfer made herein, including the issuance of any trademark registrations on Exhibit A to Assignee, its successors and assigns; and Assignor further agrees to do all things as Assignee may reasonably request (at Assignee's expense) to effectuate such sale, assignment and transfer in respect to each such trademarks.

IN WITNESS WHEREOF, Assignor, expressly intending to be legally bound hereby, has caused this assignment to be executed by its duly authorized officer as of the \_\_\_ day of December 2007.

**Boston Communications Group, Inc.**

By: Tim Bass  
Name: Timothy Bass  
Title: Assistant Secretary

COMMONWEALTH OF MASSACHUSETTS

COUNTY OF Middlesex


On this 21<sup>st</sup> day of December 2007, before me appeared Timothy Bass, Asst. Secretary of Boston Communications Group, Inc., the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified Assignor, with authority to do so.

John W. MacSweeney  
Notary Public  
My Commission Expires: \_\_\_\_\_


John W. MacSweeney  
Notary Public  
My Commission Expires  
June 10, 2009

**EXHIBIT A**

**REGISTERED TRADEMARKS**

<b>Trademark</b>	<b>Registration Number</b>	<b>Registration or Filing Date</b>
	2,710,855	April 29, 2003
BCGI	2,265,002	July 27, 1999
BOSTON COMMUNICATIONS GROUP, INC.	2,964,908	July 5, 2005
CELLULAR EXPRESS	2,865,034	July 20, 2004
MOBILE GUARDIAN	3,053,011	January 30, 2006
PAYEXTEND	3,123,076	August 1, 2006
PREPAID CONNECTION	2,635,067	October 15, 2002
SELFCARE	3,339,503	November 20, 2007
VOYAGER BILLING	3,179,519	December 5, 2006
WAPCARE	3,339,504	November 20, 2007
WEBCARE	3,207,754	February 13, 2007
WIRELESS FUNDING SOLUTIONS	2,787,566	November 25, 2003
WIRELESS WALLET	2,572,027	May 21, 2002

**PENDING TRADEMARKS**

<b>Trademark</b>	<b>Application Number</b>	<b>Registration or Filing Date</b>
UNLOCK THE POWER OF WIRELESS	77/325,983	November 9, 2007
VOYAGER	78/399,172	April 9, 2004
	77/325,994	November 9, 2007