

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
J.R. Concepts, Inc.	FORMERLY Marketing Concepts, Inc.	03/17/2008	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Reach Publishing, LLC		
Street Address:	9933 Alliance Road		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45242		
Entity Type:	LIMITED LIABILITY COMPANY: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1923583	THE SUPER SHOPPER MAGAZINE	
Registration Number:	1925388	THE SUPER SHOPPER MAGAZINE	
CORRESPONDENCE DATA			
Fax Number:	(513)794-4139		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	513-794-4151		
Email:	jtheobald@reachusa.com		
Correspondent Name:	Jason M. Theobald		
Address Line 1:	9933 Alliance Road		
Address Line 4:	Cincinnati, OHIO 45242		
NAME OF SUBMITTER:	Jason M. Theobald		
Signature:	/Jason M. Theobald/		
Date:	03/19/2008		

OP \$65.00 1923583

Total Attachments: 1
source=Assignment of Super Shopper#page1.tif

ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

THIS ASSIGNMENT (the "Assignment") of the mark "THE SUPER SHOPPER MAGAZINE" is dated as of March 17, 2008 by J.R. Concepts, Inc., an Ohio C Corporation ("Assignor") for the benefit of Reach Publishing, LLC (the "Company").

FOR VALUE RECEIVED, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably assigns, conveys, and transfers to the Company, and its successors and assigns, all its right, title and interest to the said mark "THE SUPER SHOPPER MAGAZINE" together with the goodwill of the business symbolized by said trademark including, without limitation, all worldwide copyrights, trademarks, patents, or other intellectual property rights therein, in and to the "THE SUPER SHOPPER MAGAZINE" mark, including, without limitation, Registration Nos. 1923583 and 1925388 on the Records of the U.S. Patent and Trademark Office. The Company shall have the exclusive worldwide right under copyright and servicemark to each element of the mark in the Company's name as the author thereof and to register any copyright, or any and all applicable renewals and extensions of such copyright.

IN WITNESS WHEREOF, the undersigned has executed this Assignment in the date first written above.

J.R. CONCEPTS, INC

By: [Signature]
Title: PRESIDENT
Date: 3/17/08

REACH PUBLISHING, LLC

By: [Signature]
Title: MANAGING PRINCIPAL
Date: 3/17/08

STATE OF Ohio

COUNTY/CITY OF Hamilton / Cincinnati to wit:

This is to certify that on the 17th day of March, 2008, personally appeared before me, the undersigned Notary Public, in and for the City/County and State aforesaid, J. Clay Starnett, and acknowledged his signature to the foregoing Assignment of the mark on his own behalf.

GIVEN under my hand this 17th day of March, 2008.

[Signature]
Notary Public

My Commission Expires: No exp.



JASON M. THEOBALD
ATTORNEY AT LAW
Notary Public, State of Ohio
My Commission Has No Expiration Date
Section 147.03