

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Perks Unlimited, Inc.		05/16/2008	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Couch/Braunsdorf Affinity, Inc.		
<b>Street Address:</b>	1664 University Avenue		
<b>City:</b>	St. Paul		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55104		
<b>Entity Type:</b>	CORPORATION: NEW JERSEY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2580914	PERKSCARD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(612)604-6825		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	6126046725		
<b>Email:</b>	bwalz@winthrop.com		
<b>Correspondent Name:</b>	Bradley J. Walz		
<b>Address Line 1:</b>	225 South Sixth Street		
<b>Address Line 2:</b>	Suite 3500		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>ATTORNEY DOCKET NUMBER:</b>	9248.1 ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Bradley J. Walz		
<b>Signature:</b>	/Bradley J. Walz/		
<b>Date:</b>	05/19/2008		

OP \$40.00 2580914

Total Attachments: 2

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## **SERVICE MARK ASSIGNMENT**

This Service Mark Assignment ("Assignment") is entered into as of May 16, 2008 among Perks Unlimited, Inc., a New York corporation ("Assignor") and Couch/Braunsdorf Affinity, Inc., a New Jersey corporation ("Assignee").

**WHEREAS**, Assignor owns all right, title, and interest in and to the PERKSCARD service mark for "buying services, namely, providing volume discounts for consumer products and services," U.S. Registration No. 2,580,914 ("Mark and Registration"); and

**WHEREAS**, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee any and all of its right, title and interest and goodwill in and to the Mark and Registration.

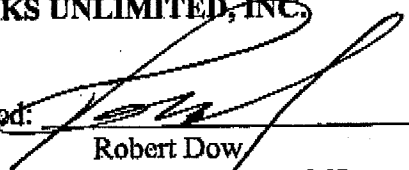
**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby agrees as follows:

1. Assignor hereby assigns to Assignee any and all right, title, and interest in and to the Mark and Registration, including all rights of priority, together with any and all goodwill of the business embodied in the Mark and Registration and the right to sue for past infringement by any third party.
2. Assignor agrees to execute all documents, papers, forms, and authorizations and take all other action that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Mark and Registration.
3. Assignor represents and warrants that it has full power to enter into and perform this Assignment, that it has not granted any person or entity any interest in the Mark and Registration, and that there is no pending litigation or dispute in any jurisdiction concerning the use, validity, or ownership of the Mark and Registration. Assignor further represents and warrants that, as of the date of this Assignment, it is currently using the Mark and Registration, and that the Mark and Registration has been continuously used in commerce.

**[INTENTIONALLY LEFT BLANK]**

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the day and year first above written.

PERKS UNLIMITED, INC.

Signed:   
By: Robert Dow  
Its: Chief Executive Officer

Subscribed and sworn to before me  
this 16<sup>th</sup> day of May, 2008.



Notary

PAUL SIM BROWN  
NOTARY PUBLIC OF NEW JERSEY  
Commission Expires 11/26/2012

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