

**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>
Pioneer Marketing & Research, Inc.		03/25/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Steiner-Optik GmbH		
<b>Street Address:</b>	Dr.-Hans-Frisch-Strasse 9		
<b>City:</b>	Bayreuth		
<b>State/Country:</b>	GERMANY		
<b>Postal Code:</b>	95448		
<b>Entity Type:</b>	CORPORATION: GERMANY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1517040	ADMIRAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)737-3528		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2026285197		
<b>Email:</b>	rsjillions@browdyneimark.com		
<b>Correspondent Name:</b>	Ronni S. Jillions		
<b>Address Line 1:</b>	624 Ninth St. N.W.		
<b>Address Line 2:</b>	Suite 300		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20001		
<b>ATTORNEY DOCKET NUMBER:</b>	ADMIRAL=1		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Ronni S. Jillions		
<b>Address Line 1:</b>	624 Ninth St. N.W.		
<b>Address Line 2:</b>	Suite 300		

OP \$40.00 1517040

Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

NAME OF SUBMITTER:

Ronni S. Jillions

Signature:

/Ronni S. Jillions/

Date:

06/18/2008

Total Attachments: 1

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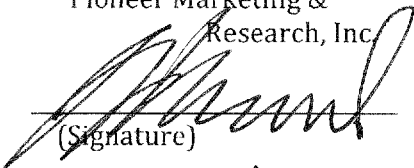
**ASSIGNMENT**

WHEREAS Pioneer Marketing & Research, Inc., a Corporation of the State of Delaware, located and doing business at 216 Haddon Avenue, Westmont, NJ 08108 (hereinafter "assignor") has applied for registration of a trademark, in the U.S. Patent and Trademark Office, which was assigned application no. 73/582,674, and which has been registered as Trademark Registration No. 1,517,040; and

WHEREAS Steiner-Optik GmbH, a Corporation of Germany, located and doing business at Dr.-Hans-Frisch-Strasse 9, 95448 Bayreuth, Germany, (hereinafter "assignee") is desirous of acquiring said trademark, the applications for registration, and the resulting registrations thereof:

NOW, THEREFORE, in consideration of and in exchange for the sum of ten dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, said assignor does hereby assign unto said assignee all rights, title, and interest in and to said trademark, said application, and said registration, together with the good will of the business symbolized by said trademark.

By: SVEN HARMS  
Pioneer Marketing &  
Research, Inc.

  
(Signature)

SVEN HARMS

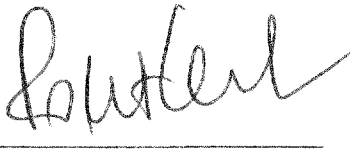
(Name)

V.P.

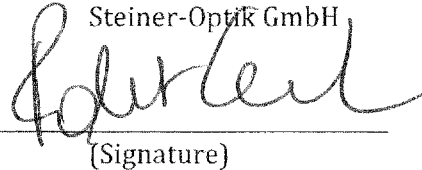
(Title)

3-19-08

(Date)

By: 

Steiner-Optik GmbH

  
(Signature)

ROBERT ECKERT

(Name)

MANAGING DIRECTOR

(Title)

3-25-08

(Date)