

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/21/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Mars Advertising, Inc.	FORMERLY Mars Advertising Company, Inc.	03/17/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	EMG, LLC
Street Address:	215 Commercial Street
City:	Portland
State/Country:	MAINE
Postal Code:	04101
Entity Type:	LIMITED LIABILITY COMPANY: MAINE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78816470	EMG3

CORRESPONDENCE DATA

Fax Number: (207)774-7499
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 207-774-4000
 Email: cbacall@verrilldana.com
 Correspondent Name: Charles P. Bacall
 Address Line 1: One Portland Square
 Address Line 2: P.O. Box 586
 Address Line 4: Portland, MAINE 04112-0586

ATTORNEY DOCKET NUMBER:	39818-0100
NAME OF SUBMITTER:	Charles P. Bacall

OP \$40.00 78816470

Signature:

/Charles P. Bacall/

Date:

09/16/2008

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, MARS ADVERTISING, INC., a Michigan corporation (hereinafter "Assignor"), having an address at 25200 Telegraph Road, 5th Floor, Southfield, Michigan 48033, has adopted the trademarks set forth on Schedule A hereto;

WHEREAS, EMG, LLC, a Maine limited liability company, formerly known ad EMG Acquisition, LLC (hereinafter "Assignee"), having an address at 215 Commercial Street, Portland, Maine, desires to acquire all of Assignor's right, title and interest in and to the trademarks set forth on Schedule A hereto, the goodwill symbolized thereby, the United States Trademark Registrations of said marks.

NOW, THEREFORE, effective as of November 21, 2007, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby irrevocably sell, assign, transfer and convey to Assignee and its successors and assigns, without representations or warranties of any kind or nature its entire worldwide right, title and interest, if any, in and to the trademarks set forth on Schedule A hereto, the goodwill symbolized thereby, the United States Trademark Registrations and Applications thereof

Assignor hereby agrees, at Assignee's expense, to execute all papers and to perform such other proper acts as Assignee or its successors or assigns may deem reasonably necessary to secure to Assignee, or to its successors or assigns, the rights hereby transferred.

WHEREFORE, Assignor has caused this Trademark Assignment to be duly executed below, on the date indicated, by its duly authorized officer.

Dated: March 17, 2008

MARS ADVERTISING, INC.
("Assignor")

By: [Signature]
Its: _____

Carol Ann Butash

CAROL ANN BUTASH
Notary Public, State of Michigan
County of Sanilac
My Commission Expires Jan. 14, 2013
Notary in the County of Calhoun

Schedule A

<u>Mark</u>	<u>Application Date</u>	<u>Serial No.</u>
EMG3	02/16/2006	78/816,470