

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Efmark Service Company of Illinois, Inc. | | 09/23/2008 | CORPORATION: ILLINOIS |
| RECEIVING PARTY DATA | | | |
| Name: | Pendum LLC | | |
| Street Address: | 4600 South Ulster St. | | |
| Internal Address: | Suite 1100 | | |
| City: | Denver | | |
| State/Country: | COLORADO | | |
| Postal Code: | 80237 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3219640 | THE VALUE OF ONE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (312)726-3179 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 3127260236 | | |
| Email: | slanglotz@htfwlaw.com | | |
| Correspondent Name: | Hedberg, Tobin, Flaherty & Whalen | | |
| Address Line 1: | Three First National Plaza | | |
| Address Line 2: | #2150 | | |
| Address Line 4: | Chicago, ILLINOIS 60602 | | |
| NAME OF SUBMITTER: | Susan M. Langlotz | | |
| Signature: | /s/ Susan M. Langlotz | | |
| Date: | 09/23/2008 | | |

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Total Attachments: 2

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ASSIGNMENT

WHEREAS, Efmark Service Company of Illinois, Inc., an Illinois corporation with offices at 777 Oakmont Lane, Suite 100, Westmont, Illinois 60559, has adopted and used the mark **THE VALUE OF ONE** in commerce and registered that mark with the United States Patent and Trademark Office, which registration was granted Registration No. 3219640; and

WHEREAS Efmark Service Company of Illinois, Inc. wishes to assign the mark subject to the above-identified registration, as well as the goodwill of the business connected with the use of and symbolized by the mark **THE VALUE OF ONE**; and

WHEREAS, Pendum LLC, a Delaware corporation located at 4600 South Ulster Street, Suite 1100, Denver, Colorado 80237, desires to acquire said mark and the registration therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Efmark Service Company of Illinois, Inc. does hereby assign to Pendum LLC all right, title, and interest in and to the mark **THE VALUE OF ONE**, and the federal registration therefor, U.S. Registration No. 3219640, together with the goodwill of the business symbolized by the mark and all rights to sue and recover for past and present infringements.

Signed in Downers Grove, Illinois, USA, this 23rd day of September, 2008.

Efmark Service Company of Illinois, Inc.

By: _____

Name: Mark E. Hoppe

Title: President

TRADEMARK

THE VALUE OF ONE