

10-07-2008

Docket No.:

E-2619

TRADE



**SET
CS ONLY**

103528541

To the Director of the U. S. Patent and Trademark Office: Please record the attached original documents or the new address(es) below.

1. Name of conveying party(ies):

Thomas L. Kelly

- Individual(s)
- General Partnership
- Corporation-State:
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) United States of America
Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date: 9/29/08
 Assignment Merger
 Security Agreement Change of Name
 Other

2. Name and address of receiving party(ies):

Additional names, addresses, or citizenship attached? Yes No

Name: Max Gluteus Properties, LLC
Internal Address:
Street Address: 139 East Hathaway Lane
City: Havertown
State: Pennsylvania
Country: United States ZIP: 19083

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship Pennsylvania
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from

4. Application number(s) or registration numbers(s) and identification or description of the Trademark/Service Mark:

A. Trademark / Service Mark Application No.(s)

77/023,746

B. Trademark / Service Mark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s)/Service Mark(s) (and Filing Date if Application or Registration Number is unknown):

"WE WILL BE DIFFERENT."

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: John F. A. Earley III
Internal Address: Harding, Earley, Follmer & Frailey
86 The Commons at Valley Forge East
Street Address: 1288 Valley Forge Road, P.O. Box 750
City: Valley Forge
State: PA Zip: 19482
Phone Number: 610-935-2300
Fax Number: 610-935-0600
Email Address:

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information: DBYRNE 00000044 77023746

a. Credit Card Last 4 Numbers 81 FC:8521 Expiration Date 40.00 08
b. Deposit Account Number 05-0208
Authorized User Name John F.A. Earley III

9. Signature:

John F.A. Earley III
Signature

9/30/08
Date

John F.A. Earley III, Reg. No. 36,350
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

SERVICE MARK ASSIGNMENT

Thomas L. Kelly, having an address at 139 East Hathaway Lane, Havertown, Pennsylvania, 19083, for good and valuable consideration, receipt of which is hereby acknowledged, intending to be legally bound, hereby sells, assigns, and transfers unto Max Gluteus Properties, LLC, a limited liability company organized under the laws of Pennsylvania and having an address at 139 East Hathaway Lane, Havertown, Pennsylvania, 19083, the entire right, title and interest in and to the mark "WE WILL BE DIFFERENT." for radio broadcasting services, internet broadcasting services, wireless audio broadcasting services, cable radio broadcasting, and satellite radio broadcasting, together with the good will of the business symbolized by said mark, together with U.S. Service Mark Application Serial No. 77/023,746 for registration of said mark, and together with all claims for past infringement of said mark and sums that may be recovered for past infringement thereof.


Thomas L. Kelly

Date: 9/29/08