

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Perks Unlimited, Inc.		10/17/2008	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Couch/Braunsdorf Affinity, Inc.		
Street Address:	1664 University Avenue		
City:	St. Paul		
State/Country:	MINNESOTA		
Postal Code:	55104		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1786961	PERKS	
CORRESPONDENCE DATA			
Fax Number:	(612)604-6825		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-604-6725		
Email:	bwalz@winthrop.com, trademark@winthrop.com		
Correspondent Name:	Bradley J. Walz		
Address Line 1:	225 South Sixth Street		
Address Line 2:	Suite 3500		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	9248.16		
NAME OF SUBMITTER:	Bradley J. Walz		
Signature:	/Bradley J. Walz/		
Date:	10/20/2008		

OP \$40.00 1786961

Total Attachments: 2

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### SERVICE MARK ASSIGNMENT

This Service Mark Assignment ("Assignment") is entered into as of October 9, 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 PERKS service mark for "providing volume discount buying services to others," U.S. Registration No. 1,786,961 ("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.


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TRADEMARK

REEL: 003873 FRAME: 0409

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 17<sup>th</sup> day of October, 2008.

  
Notary

KENNETH W. POIROT  
Notary Public, State of New York  
No. 01PO6069714  
Qualified in Suffolk County  
Commission Expires Feb. 11, 2010

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