

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
Cox Target Media, Inc.		08/18/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Valpak Direct Marketing Systems, Inc.		
Street Address:	8605 Largo Lakes Drive		
City:	Largo		
State/Country:	FLORIDA		
Postal Code:	33773		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2624948	CONNECTING ADVERTISERS WITH AUDIENCES	
Registration Number:	2639531	CONNECTING AUDIENCES WITH ADVERTISERS	
Registration Number:	2589745	TALK TO AMERICA DIRECTLY	
CORRESPONDENCE DATA			
Fax Number:	(312)251-2897		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312.368.4000		
Email:	ch.tm@dlapiper.com		
Correspondent Name:	Christina L. Martini		
Address Line 1:	P.O. Box 648007		
Address Line 4:	Chicago, ILLINOIS 60664-0807		
ATTORNEY DOCKET NUMBER:	264992-8		
NAME OF SUBMITTER:	12/15/2008		
Signature:	/CL Martini/		

CH \$90.00 2624948

Date:

12/15/2008

Total Attachments: 2

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ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, Cox Target Media, Inc., a Delaware corporation, having a place of business at 8605 Largo Lakes Drive, Largo, Florida 33773 ("Assignor"), is the sole and exclusive owner of various U.S. trademarks including, but not limited to, the U.S. trademark registrations described on Exhibit A attached hereto and made a part hereof (the "Marks"); and

WHEREAS, Valpak Direct Marketing Systems, Inc., a Delaware corporation, having a place of business at 8605 Largo Lakes Drive, Largo, Florida 33773 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the Marks and the registrations thereof.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee all its right, title and interest in, to and under the Marks and registrations and applications therefor, together with the entire business of the Assignor to which the Marks pertain and the goodwill of the business symbolized by the Marks, together with the entire business of the Assignor to which the marks pertain; together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past violation, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment had not been made.

Assignor hereby represents, warrants and covenants that (1) it is the sole creator and owner of the Marks; (2) it has the full power and authority to convey the right, title and interest herein assigned and transferred to Assignee; (3) it has not executed and will not execute any agreement in conflict herewith; (4) it has not granted and will not grant any rights in conflict herewith; and (5) it will execute any and all other instruments which may be reasonably necessary to evidence the assignment of the property and rights herein conveyed.

IN WITNESS WHEREOF, Assignor, intending to be legally bound, has caused this Assignment to be executed by its proper officers thereunto duly authorized as of the date written below.

COX TARGET MEDIA, INC.

By: Don McCreary
Name: DON McCREARY
Title: GENERAL COUNSEL
Date: 8-18-08

EXHIBIT A

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
CONNECTING ADVERTISERS WITH AUDIENCES	76/369945	02/11/02	2,624,948	09/24/02
CONNECTING AUDIENCES WITH ADVERTISERS	76/377927	03/04/02	2,639,531	10/22/02
TALK TO AMERICA DIRECTLY	76/153681	10/25/00	2,589,745	07/02/02