

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
UDS Directory Corp.		04/29/2008	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Lee Hancock		
Street Address:	2850 S. Redhill Ave., Suite 225		
City:	Santa Ana		
State/Country:	CALIFORNIA		
Postal Code:	92705		
Entity Type:	INDIVIDUAL:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3309598	BRANDFIND	
CORRESPONDENCE DATA			
Fax Number:	(562)598-5993		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	tmarinello@bettingerlaw.com		
Correspondent Name:	Tory Marinello		
Address Line 1:	3020 Old Ranch Parkway, Suite 300		
Address Line 4:	Seal Beach, CALIFORNIA 90740		
NAME OF SUBMITTER:	Tory Marinello		
Signature:	/Tory Marinello/		
Date:	12/30/2008		
Total Attachments: 1			
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OP \$40.00 3309598

ASSIGNMENT OF TRADEMARK RIGHTS

UDS Directory Corp, a corporation organized and existing under the laws of California, having a place of business at **2850 S. Red Hill Ave., Suite 225, Santa Ana, California 92705** (hereinafter called "Assignor"), hereby assigns all trademark rights in the mark "**BRANDFIND**" (the "Mark") to **Lee Hancock**, an individual, (hereinafter called "Assignee"):

WHEREAS Assignor has adopted and is using the Mark, which is registered in the United States Patent and Trademark Office, Registration No. 3,309,598, dated October 9, 2007 and Assignee is desirous of acquiring the Mark and the registration thereof, together with all goodwill associated therewith,

AND WHEREAS Assignor has agreed with Assignee for the transfer of the whole right, title and interest in and to the Mark, together with all goodwill associated therewith, to Assignee,

NOW THIS ASSIGNMENT WITNESSETH that in pursuance of the said agreement and in consideration of the sum of one U.S. Dollar (\$1.00) paid by Assignee to Assignor (the receipt of which Assignor hereby acknowledges), Assignor, as beneficial owner, hereby assigns and transfer to Assignee the Mark, together with all goodwill associated therewith, in the United States of America and all foreign countries which may be granted therefor and thereon and all rights under the International Convention for the Protection of Industrial Property, and the full exclusive benefits thereof, and all rights, privileges and advantages appertaining thereto, including any and all rights to damages, profits or recoveries of any nature for past infringement of the Mark, and the payment of any and all maintenance fees, taxes, and the like TO HOLD the same unto and to the use of the Assignee, its successors and assigns absolutely during the residue of the respective terms for which the Mark was granted and during any such terms, and for any and all rights extending from said applications and reissues.

Dated as of April 29, 2008.

Assignor: **UDS Directory Corp.**

Signature: 

Printed Name: Lee Hancock

Title: CEO