

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
e-Rewards, Inc.		04/27/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Brierley Group		
Street Address:	8401 North Central Expressway		
Internal Address:	Suite 1000		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75225		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77666252	FEAR INDEX	
Serial Number:	77666312	THE BRIERLEY INSTITUTE	
CORRESPONDENCE DATA			
Fax Number:	(214)365-5199		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(214)365-7501		
Email:	krowley@e-rewards.com		
Correspondent Name:	Kathleen H. Rowley		
Address Line 1:	8401 North Central Expressway		
Address Line 2:	Suite 900		
Address Line 4:	Dallas, TEXAS 75225		
NAME OF SUBMITTER:	Kathleen H. Rowley		
Signature:	/Kathleen H. Rowley/		

OP \$65.00 77666252

Date:

05/04/2009

Total Attachments: 1

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Agreement") is effective as of the 27th day of April, 2009, by and between e-Rewards, Inc., a Delaware corporation, (the "Grantor"); and The Brierley Group, LLC, a Texas limited liability company (the "Grantee").

WHEREAS, Grantor is the owner of the trademarks FEAR INDEX and THE BRIERLEY INSTITUTE, U.S. Application Nos. 77/666252 and 77/666312 therefore (the "Trademarks");

WHEREAS, Grantee is desirous of acquiring the Trademarks and Grantor is willing to assign it to Grantee pursuant to the terms of this Agreement.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment. Grantor hereby assigns, transfers and conveys to Grantee all of Grantor's right, title and interest in and to the Trademarks in the United States, including the right to sue for past infringement, together with the goodwill of the business symbolized by the Trademarks.

2. Binding Effect. This Agreement, and all the terms and provisions hereof, shall be binding upon and shall inure to the benefit of the parties, and their respective successors and assigns.

e-Rewards, Inc.

1412

By: _____
Name: DAVID MELLINGER
Title: CEO
Date: 28 APR 09

The Brierley Group, LLC

By: _____
Name: AROLD M BRIERLEY
Title: CEO
Date: 9/30/2009