

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
American Consumer Alliance, Inc.		03/21/2007	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	C&S Intellectual Property Holdings Corp.		
Street Address:	101 Convention Center Drive		
Internal Address:	Suite 850-15C		
City:	Suite 850-15C 101 Convention Center Driv		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1869958	CARD ALERT	
CORRESPONDENCE DATA			
Fax Number:	(404)962-6831		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-885-3380		
Email:	trademarks@troutmansanders.com		
Correspondent Name:	F. Richard Rimer, Jr.		
Address Line 1:	600 Peachtree Street NE		
Address Line 2:	Suite 5200		
Address Line 4:	Atlanta, GEORGIA 30308-2216		
ATTORNEY DOCKET NUMBER:	39952.1 CARD ALERT (1ST)		
NAME OF SUBMITTER:	F. Richard Rimer, Jr.		
Signature:	/frr/		

OP \$40.00 1869958

Date:

06/09/2009

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment") is made and entered into as of the 21st day of March, 2007 by and between American Consumer Alliance, Inc., a Texas non-profit corporation ("Assignor") and, C&S Intellectual Property Holdings Corp., a Nevada corporation ("Assignee") (collectively, the "Parties").

RECITALS

WHEREAS, Assignor has adopted and used and is the owner of the marks (the "Marks") set forth on Schedule A attached hereto and incorporated herein by this reference; and

WHEREAS, Assignor is the owner of all right, title and interest in and to the registrations (the "Registrations") set forth on Schedule A; and

WHEREAS, Assignee and Assignor desire to enter into this Assignment to effect the transfer of the Marks and Registrations.


NOW, THEREFORE, for and in consideration of the mutual promises, covenants, representations and warranties hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Assignor and Assignee agree as follows:

TERMS AND CONDITIONS

1. Assignment. Assignor hereby grants, conveys, and assigns to Assignee all right, title, and interest in and to the Marks and Registrations in the United States and throughout the world and to the underlying business pertaining to the Marks and Registrations, together with the goodwill of the business symbolized by the Marks and Registrations and the right to recover damages and profits and other remedies for past infringement of the Marks and Registrations.

2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further acts, deemed necessary by Assignee to vest in Assignee all right, title, and interest in and to the Marks and Registrations, and to enable such right, title, and interest to be recorded in the United States Patent and Trademark Office and any other appropriate governmental authority or agency of the United States and throughout the world.

"ASSIGNOR"
AMERICAN CONSUMER ALLIANCE, INC.

By: 
Name: Harold D. BERGER
Title: PRESIDENT

Schedule A

Registrations

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
CARD ALERT	1,869,958	12/27/1994
PRIVACYSHIELD	2,531,390	01/22/2002
PRIVACYSHIELD	2,622,880	09/24/2002

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RECORDED: 06/09/2009

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