

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MERIDITH LEYVA		07/28/2009	Individual: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Military Advantage, Inc.		
<b>Street Address:</b>	799 Market Street, Suite 700		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94103		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2584629	CINCHOUSE.COM	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(212)687-2329		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212.338.3527		
Email:	ptomailnewyork@foley.com, spippin@foley.com		
Correspondent Name:	Andrew Baum/Foley & Lardner LLP		
Address Line 1:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	092909-3204		
NAME OF SUBMITTER:	Andrew Baum		
Signature:	/andrew baum/		
Date:	08/06/2009		

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Total Attachments: 1  
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SERVICE MARK ASSIGNMENT

WHEREAS, **MERIDITH LEYVA**, a citizen of the United States, residing at 1512 Shenandoah Parkway, Chesapeake, Virginia 23320, herein below called "Assignor", owns and has used in its business the following service mark and service mark registration:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
CINCHOUSE.COM	2,584,629	June 25, 2002

; and

WHEREAS, **MILITARY ADVANTAGE, INC.**, a corporation organized and existing under and by virtue of the laws of Delaware and having a place of business at 799 Market Street, Suite 700, San Francisco, California 94103, herein below called "Assignee", is desirous of acquiring the entire right, title and interest in and to the said service mark and service mark registration and in and to any registration, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to the said service mark and service mark registration and in and to any registration, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

**MERIDITH LEYVA**

Dated: July 29, 2009

By: 

Name: Meredith Leyva

Title: Owner