

08-10-2009



ET

To the Director of the U. S. Patent and

103570141

documents or the new address(es) below.

8.7.09

1. Name of conveying party(ies):

THE NEWDJ CORP

- Individual(s)
- General Partnership
- Corporation- State: Delaware
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)

Additional names of conveying parties attached?  Yes  No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) June 8, 2009

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Student Voice LLC

Internal

Address: Suite 200

Street Address: 210 Ellicott Street

City: Buffalo

State: New York

Country: United States Zip: 14203

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other LLC

Citizenship New York  
If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) AUG - 7

78527509

B. Trademark Registration No.(s)

3046038

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Michael E. Storck, Esq.

Internal Address: Suite 300

Street Address: 665 Main Street

City: Buffalo

State: New York Zip: 14203

Phone Number: 716-853-5100

Fax Number: 716-853-5199

Email Address: mstorck@lippes.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

08/10/2009 NJAMA1 00000018 78527509

Deposit Account Number 01-FC-8521 40.00 00

Authorized User Name \_\_\_\_\_

9. Signature:

Michael E. Storck  
Signature

August 5, 2009

Date

Michael E. Storck

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

## TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made as of the 8<sup>th</sup> day of June, 2009, by THE NEWDJ CORP., a Delaware corporation ("Seller") to and for the benefit of STUDENT VOICE LLC, a New York limited liability company ("Buyer").

WHEREAS, Seller owns the trademark "CollegiateLink" registered with the United States Patent and Trademark Office on January 17, 2006 (Registration # 3046038) including all common law rights therein (the "Mark"); and

WHEREAS, Buyer wishes to acquire and Seller wishes to assign all of the Seller's right, title and interest in, to and under the Mark and the goodwill of the business associated therewith;

NOW, THEREFORE, for good and valuable consideration, paid by Buyer to Seller, receipt of which is hereby acknowledged, Seller hereby sells, grants, assigns, transfers, conveys and delivers to Buyer all of his right, title and interest in, to and under the Mark, whether statutory or at common law, together with the goodwill of the business in connection with which the Mark is used in the United States and all registrations and applications to register the Mark, for Buyer's own use and enjoyment, and for the use and enjoyment of Buyer's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Seller if this Assignment had not been made, together with all claims for damages by reason of past, present or future infringement or other unauthorized use of the Mark, with the right to sue for damages, and collect the same for Buyer's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Seller hereby authorizes and requests the Commissioner of Trademarks of the United States to record Buyer as the owner of the Mark. Upon the request of Buyer, and at no additional consideration, Seller agrees to execute further papers and to do such

other acts as may be necessary and proper to vest full title in and to the Mark in the Buyer or which may be necessary to obtain, renew, issue or enforce the Mark.

IN TESTIMONY WHEREOF, the undersigned has duly executed this Assignment this 8<sup>th</sup> day of June, 2009.

By: [Signature]  
Name: Mark Miller  
Title: Chairmain

MASS  
STATE OF ~~NEW YORK~~ )  
Suffolk ss:  
COUNTY OF ~~ERIE~~ )

On this 8<sup>th</sup> day of June 2009, there appeared before me, Mark Miller, personally known to me, who acknowledged that he signed the foregoing Assignment as his voluntary act and deed.

[Signature]  
Notary Public

My Commission Expires: 03/05/10  
**HUI ZHONG YU, NOTARY PUBLIC  
COMMONWEALTH OF MASSACHUSETTS  
MY COMMISSION EXPIRES 03/05/10**

