

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
Blue Chip Group, LLC		07/31/2009	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	IdeaStream Consumer Products, LLC		
Street Address:	812 Huron Road		
Internal Address:	Suite 390		
City:	Cleveland		
State/Country:	OHIO		
Postal Code:	44115		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3149627	VACATION VAULT	
CORRESPONDENCE DATA			
Fax Number:	(202)280-1177		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	904 247-2620		
Email:	eastdocket@hollymenker.com		
Correspondent Name:	James R. Menker, Holley & Menker, P.A.		
Address Line 1:	PO Box 331937		
Address Line 4:	ATLANTIC BEACH, FLORIDA 32233		
ATTORNEY DOCKET NUMBER:	1067.0058		
NAME OF SUBMITTER:	James R. Menker		
Signature:	/jmenker/		

OP \$40.00 3149627

Date:

08/26/2009

Total Attachments: 1

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made as of July 31, 2009 by and between IdeaStream Consumer Products, LLC, a limited liability company of the State of Delaware having an address at 812 Huron Road Suite 390, Cleveland, OH 44115 ("IdeaStream") and Blue Chip Group, LLC, a limited liability company of the State of Florida having an address at 3400 NW 113th Court, Miami, FL 33178 ("Blue Chip").

WHEREAS, Blue Chip owns all right, title and interest to the mark VACATION VAULT ("the Trademark") in the United States for use in connection with non-metal lock boxes, the registration for which is United States trademark registration no. 3149627, and

WHEREAS, Blue Chip wishes to assign all of its right, title and interest to the Trademark to IdeaStream; and

WHEREAS, IdeaStream desires to receive such an assignment of Blue Chip's right, title and interest to the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Blue Chip does hereby assign to IdeaStream, its successors, assigns and legal representatives, Blue Chip's entire, full and exclusive right, title and interest in and to the Trademark in the United States for use in connection with non-metal lock boxes, together with the good will of the business symbolized by the Trademark and any applications and/or registrations therefor, and the right (but not the obligation) to assert the Trademark and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto in the United States by reason of any past and future acts of infringement that have occurred or may occur.

BLUE CHIP GROUP, LLC



By: Robert D. Perlman

Title: President

IDEASTREAM CONSUMER PRODUCTS, LLC

 8-14-09

By: Anthony DeCarlo

Title: President and CEO