

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
Themeco, Inc.		08/31/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Gerald Gersovitz		
Street Address:	1130 Sacramento Street, St. #4		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94108		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1951963	FSI PLUS	
Registration Number:	2814182	POWERFUL PARTNERSHIP PROGRAMS	
Registration Number:	2907265	SUM UP SAVINGS	
Registration Number:	2015681	TCP	
Registration Number:	2128060	THEME CO-OP PROMOTIONS	
CORRESPONDENCE DATA			
Fax Number:	(415)576-0300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415.576.0200		
Email:	masteiner@townsend.com		
Correspondent Name:	Mark A. Steiner, Esq.		
Address Line 1:	Townsend and Townsend and Crew LLP		
Address Line 2:	Two Embarcadero Center, 8th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	010648-001600US		

CH \$140.00 1951963

900145266

**TRADEMARK
 REEL: 004078 FRAME: 0093**

NAME OF SUBMITTER:	Mark A. Steiner
Signature:	/Mark A. Steiner/
Date:	10/14/2009
Total Attachments: 2 source=gersovitz assignment#page1.tif source=gersovitz assignment#page2.tif	

ASSIGNMENT

WHEREAS, Themeco, Inc., a California corporation, ("Assignor") has adopted and used the trademarks shown on Exhibit A (the Marks) attached hereto; and

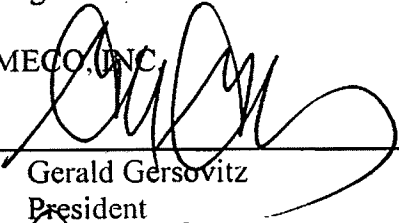
WHEREAS, Gerald Gersovitz, an individual and citizen of the United States, ("Assignee") whose address is 1130 Sacramento Street, St. #4, San Francisco, CA 94108, is desirous of acquiring the Marks;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the on-going business to which the Marks pertain, the registrations shown in Exhibit A, and all causes of action for past infringement.

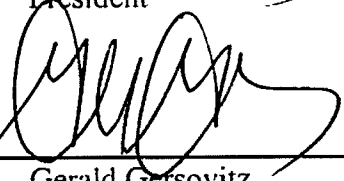
This Assignment is effective as of August 31, 2009

Date: 8/31/09

THEMECO, INC.

By: 
Gerald Gersovitz
President

Date: 8/31/09

By: 
Gerald Gersovitz

62252342 v1

Exhibit A

CONFIDENTIAL

TRADEMARK PROPERTY STATUS REPORT

THEMECO, INC.

TRADEMARK	COUNTRY	CLASS(ES)	APPL.NO FILING DATE	REG NO. ISSUE DATE	STATUS AND REMARKS	TTC REF. ATTY(S) HANDLING CLIENT REF.
FSI PLUS	US	35	74/552234 07/19/1994	1951963 1/23/1996	Registered Next Due Date: Next Renewal Due 01/23/2016	010648-001000US (MAS)
POWERFUL PARTNERSHIP PROGRAMS	US	35	78/146970 07/24/2002	2814182 02/10/2004	Registered Next Due Date: Section 8&15 Due 02/10/2010	010648-003100US (MAS)
SUM UP SAVINGS	US	35	78/222662 03/06/2003	2907265 11/30/2004	Registered Next Due Date: Section 8&15 Open 11/30/2009	010648-003300US (MAS)
TCP & BAG DFSIGN	US	35	75/034147 11/20/1995	2015681 11/12/1996	Registered Next Due Date: Next Renewal Due 11/12/2016	010648-001400US (MAS)
THEME CO-OP PROMOTIONS	US	35	75/022176 11/20/1995	2128060 01/13/1998	Registered Next Due Date: Next Renewal Due 01/13/2018	010648-001600US (MAS)