

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the correct the conveying party/seller name to PBG Financial Services, Ltd. previously recorded on Reel 003986 Frame 0133. Assignor(s) hereby confirms the the purchase agreement is made by and between Brandivation LLC and PBG Financial Services.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PBG Financial Services, Ltd.		10/01/2008	COMPANY: ILLINOIS

RECEIVING PARTY DATA

Name:	Brandivation LLC
Street Address:	2033 Milwaukee Avenue
Internal Address:	Suite 237
City:	Riverwoods
State/Country:	ILLINOIS
Postal Code:	60015
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Serial Number:	75385607	HOME 1-2-3
Serial Number:	75554015	NEW CENTURY MORTGAGE
Serial Number:	75732816	N
Serial Number:	75741825	N NEW CENTURY
Serial Number:	76531479	NORTH AMERICAN REAL ESTATE SOLUTIONS
Serial Number:	78083452	1.800HOME123.COM
Serial Number:	78083515	1.800HOME123.COM
Serial Number:	78320114	CLOSE MORE UNIVERSITY
Serial Number:	78382389	N CLOSE MORE UNIVERSITY
Serial Number:	78488448	CUTTING THROUGH THE LOAN CLUTTER
Serial Number:	78492931	HOME 123 CUTTING THROUGH THE LOAN CLUTTER

900148745

**TRADEMARK
 REEL: 004105 FRAME: 0012**

CH \$465.00 75385607

Serial Number:	78509088	HOME 123
Serial Number:	78517832	INSURANCE WHEN YOU NEED IT!
Serial Number:	78517857	FAST N SURE INSURANCE WHEN YOU NEED IT!
Serial Number:	78517877	N NC INSURANCE SERVICES
Serial Number:	78517886	HOME 123 INSURANCE SERVICES
Serial Number:	78593379	N CLOSE MORE UNIVERSITY PRESENTS FROM NEW CENTURY MORTGAGE
Serial Number:	78774168	WE GET IT

CORRESPONDENCE DATA

Fax Number: (312)456-8435
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-456-8400
Email: chiipmail@gtlaw.com
Correspondent Name: Eric J. Maiers
Address Line 1: 77 W. Wacker Drive
Address Line 2: Suite 3100
Address Line 4: Chicago, ILLINOIS 60601

NAME OF SUBMITTER:	Eric J. Maiers
Signature:	/Eric J. Maiers/
Date:	11/30/2009

Total Attachments: 17
source=TM Recordal of Assignment#page1.tif
source=TM Recordal of Assignment#page2.tif
source=TM Recordal of Assignment#page3.tif
source=TM Recordal of Assignment#page4.tif
source=TM Recordal of Assignment#page5.tif
source=TM Recordal of Assignment#page6.tif
source=TM Recordal of Assignment#page7.tif
source=TM Recordal of Assignment#page8.tif
source=TM Recordal of Assignment#page9.tif
source=TM Recordal of Assignment#page10.tif
source=TM Recordal of Assignment#page11.tif
source=TM Recordal of Assignment#page12.tif
source=TM Recordal of Assignment#page13.tif
source=TM Recordal of Assignment#page14.tif
source=TM Recordal of Assignment#page15.tif
source=TM Recordal of Assignment#page16.tif
source=TM Recordal of Assignment#page17.tif



United States Patent and Trademark Office

Home | Site Index | Search | Guides | Contacts | eBusiness | eBiz alerts | News | Help



Electronic Trademark Assignment System

Confirmation Receipt

Your assignment has been received by the USPTO.
The coversheet of the assignment is displayed below:

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
PBG Financial Services		10/01/2008	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Brandivation LLC		
Street Address:	2033 Milwaukee Avenue		
Internal Address:	Suite 237		
City:	Riverwoods		
State/Country:	ILLINOIS		
Postal Code:	60015		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 19			
Property Type	Number	Word Mark	
Serial Number:	78083515	1.800HOME123.COM	
Serial Number:	78083452	1.800HOME123.COM	
Serial Number:	78320114	CLOSE MORE UNIVERSITY	
Serial Number:	78382389	N CLOSE MORE UNIVERSITY	
		N CLOSE MORE UNIVERSITY PRESENTS FROM	

Serial Number:	78593379	NEW CENTURY MORTGAGE
Serial Number:	78488448	CUTTING THROUGH THE LOAN CLUTTER
Serial Number:	78517857	FAST N SURE INSURANCE WHEN YOU NEED IT!
Serial Number:	75385607	HOME 1-2-3
Serial Number:	78492931	HOME 123 CUTTING THROUGH THE LOAN CLUTTER
Serial Number:	78509088	HOME123
Serial Number:	78517886	HOME123 INSURANCE SERVICES
Serial Number:	78517832	INSURANCE WHEN YOU NEED IT!
Serial Number:	75732816	N
Serial Number:	78517877	N NC INSURANCE SERVICES
Serial Number:	75741825	N NEW CENTURY
Serial Number:	75554015	NEW CENTURY MORTGAGE
Serial Number:	76531479	NORTH AMERICAN REAL ESTATE SOLUTIONS
Serial Number:	76033411	THE HANDSHAKE IS BACK
Serial Number:	78774168	WE GET IT

CORRESPONDENCE DATA

Fax Number: (312)456-8435
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-456-8400
Email: munozg@gtlaw.com
Correspondent Name: Paul D. McGrady, Jr.
Address Line 1: 77 W. Wacker Drive
Address Line 2: Greenberg Traurig, LLP - Suite 3100
Address Line 4: Chicago, ILLINOIS 60601-1732

ATTORNEY DOCKET NUMBER:	108480-BRANDIVATION
NAME OF SUBMITTER:	Paul D. McGrady, Jr.
Signature:	/Paul D. McGrady, Jr./
Date:	05/12/2009

Total Attachments: 12
 source=BrandivationRecordation#page1.tif
 source=BrandivationRecordation#page2.tif
 source=BrandivationRecordation#page3.tif
 source=BrandivationRecordation#page4.tif
 source=BrandivationRecordation#page5.tif
 source=BrandivationRecordation#page6.tif
 source=BrandivationRecordation#page7.tif
 source=BrandivationRecordation#page8.tif

PURCHASE AGREEMENT

THIS PURCHASE AGREEMENT (the "Agreement") is made and entered into on 10/1/08, 2008, by and between Brandivation LLC (the "Purchaser") and PBG Financial Services (the "Seller").

RECITALS

WHEREAS, Seller is the owner of all of the assets listed on Exhibit "A" attached hereto and incorporated herein by this reference, including the graphics, logos and images associated with those assets (collectively the "Assets"); and

WHEREAS, Seller desires to sell and Purchaser desires to purchase the Assets, for the price and upon the payment terms and other terms and conditions as stated in this Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. **Transfer of Assets.** Effective upon execution of this Agreement, Seller hereby sells, assigns, transfers, conveys and delivers to Purchaser all of Seller's rights, title and interest in and to the Assets.
2. **Purchase Price.** The purchase price for the Assets is Seventy-Five Thousand Dollars (\$75,000), which Purchaser shall pay in full to Seller in cash or other immediately available funds upon the execution of this Agreement.
3. **"AS IS" Transaction.** Purchaser hereby expressly acknowledges that Seller's interest in the Assets is being conveyed to Purchaser on an "as is" and "where is" basis with all faults, without recourse and without any oral or written warranties or representations, express or implied, and Purchaser hereby agrees to accept such interests on such basis. Without limiting the foregoing, Seller hereby expressly disclaims any implied warranty of merchantability or fitness of the Assets for any particular purpose, and without any obligation on the part of Seller to perform any obligation or cure any default with regard to any of the Assets.
4. **Additional Documents and Cooperation.** Each party hereto agrees that such party will at all times do, execute, acknowledge and deliver or will cause to be done, executed, acknowledged and delivered, all such further acts, deeds, assignments, transfers, advances and assurances as may be reasonably required by the other party hereto or by any regulatory authority having jurisdiction in order to fully carry out and effectuate the transactions contemplated by this Agreement. The parties agree that they will cooperate reasonably with each other in all matters required for the reasonable consummation of such transactions. This Section shall survive the consummation of the transactions contemplated by this Agreement.
5. **Sale and Other Taxes.** Any and all sales or other taxes, if any (collectively, "Taxes"), relating to the sale of Assets in connection herewith shall be the sole responsibility of Purchaser.
6. **No Transfers or Claims.** Seller has not, prior to the date of this Agreement, sold, assigned or transferred any of the Assets or any interest therein, to any party other than Purchaser. Seller has no knowledge of any liability or obligation, actual, contingent or
{2069\00010\00078900.DOC\2}

TRADEMARK

REEL: 004105 FRAME: 0016

otherwise, including tax liabilities, or knowledge of any action, suit or proceeding pending, or to the knowledge of Seller, threatened against or related to any of the Assets, at law, in equity, or before any governmental department, commission, board or agency.

7. **Miscellaneous.**

7.1 **Applicable Law.** This Agreement shall be construed and enforced in accordance with the laws of the State of Illinois.

7.2 **Attorneys' Fees.** In the event that either party hereto brings an action or other proceeding to enforce or interpret the terms and provisions of this Agreement, the prevailing party in that action or proceeding shall be entitled to have and recover from the non-prevailing party all such fees, costs and expenses (including, without limitation, all court costs and reasonable attorneys' fees) as the prevailing party may suffer or incur in pursuit or defense of such action.

7.3 **Binding Effect.** This Agreement shall bind and inure to the benefit of the respective heirs, personal representatives, successors, and assigns of the parties hereto.

7.4 **Captions.** All captions and headings contained in this Agreement are for convenience of reference only and shall not be construed to limit or extend the terms or conditions of this Agreement.

7.5 **Construction.** In the interpretation and construction of this Agreement, the parties acknowledge that the terms hereof reflect extensive negotiations between the parties and this Agreement shall not be deemed, for the purpose of construction and interpretation, to have been drafted by either party hereto.

7.6 **Counterparts.** This Agreement may be signed in counterparts. The parties further agree that this Agreement may be executed by the exchange of facsimile signature pages provided that by doing so the parties agree to undertake to provide original signatures as soon thereafter as reasonable under the circumstances.

7.7 **Entire Agreement.** This Agreement contains the entire agreement between Purchaser and Seller relating to the sale of the Assets. Any oral representations or modifications concerning this Agreement or any such other document shall be of no force and effect.

7.8 **Infringement.** Nothing in this Agreement shall be construed to limit, reduce or otherwise modify any rights which Seller had to enforce any past, present or future infringement of any of the Assets or Seller's rights thereto, and all such claims, causes of action or rights shall transfer from Seller to Purchaser upon execution of this Agreement.

7.9 **Modification.** This Agreement may be modified, amended or supplemented only by a written instrument duly executed by all the parties hereto.

7.10 **Severability.** In case any provision in this Agreement shall be held invalid, illegal or unenforceable, the validity, legality and enforceability of the remaining

{2069\00010\00078900.DOC\2}2

provisions hereof will not in any way be affected or impaired thereby, provided that the subject matter hereof has not been materially modified.

7.11 **Time of the Essence.** Time is of the essence in this Agreement.

7.12 **Waiver.** No waiver of any of the provisions of this Agreement shall be deemed, or shall constitute, a waiver of other provisions, whether or not similar, nor shall any waiver constitute a continuing waiver. No waiver shall be binding unless executed in writing by the party making the waiver.

IN WITNESS WHEREOF, Seller and Purchaser have duly executed and delivered this Purchase Agreement as of the date stated above.

SELLER:

PBG Financial Services

By: 

Name: Howard Gamer
Title: Partner

PURCHASER:

Brandivision LLC

By: 

Name: Paul Kozak
Title: Manager

EXHIBIT A

DOMAIN NAME SCHEDULE

123loan.com
1-800-any-loan.com
1-800-anyloan.com
1-800anyloan.com
1800anyloan.com
1800home123.com
800anyloan.com
1800home123.tv
888home123.com
1sterlingmortgage.com
24-7realtorassist.com
adastramortgage.com
anthonycummings.com
anyloan.com
anyloancompany.com
anyloancompany.net
anyloancompany.org
austinnationalmortgage.com
bakersfieldmortgagepro.com
banialopez.com
belindamarcel.com
bjlovesreferrals.com
brycedahlin.com
buybyrob.com
caesarbritten.com
campbellmortgages.com
carlaspragg.com
casa-123.com
casa123.com
casa123.net
christopherlefevre.com
closemorenow.com
closemoreu.com
compufundmortgage.com
cphloans.com
deannaolivo.com
debralowe.com
donreinartz.com
dreamsapproved.com
edwardjrussell.com
eliteokc.com
elitetulsa.com
erlmerryman.com
fasthomeloans-bymnunez.com
fasthomeloans-byrgreen.com
fastinsur.com
fastinsur.net
fastinsur.org

{2069\00010\00078900.DOC\2}4

RLF1-3161638-2
SF1:676652.1

fastnsure.net
fastnsure.org
fastnsur.com
fastnsur.net
fastnsur.org
fastnsure.com
fastnsure.name
fastnsure.net
fastnsure.org
fastnsure.us
fastqual.com
financingtheislands.com
findseattleloans.com
freyfinancialmortgage.com
fthoodmortgage.com
gail-best.com
gocommercial.com
goldenoakloans.com
gomultifamily.com
handymande.com
home123.cc
home1-2-3.com
home123-bulder.com
home123-customersurvey.com
home123.biz
home123.info
home123.net
home123.org
home123.tv
home123.com
home123.us
home123.ws
home123bank.com
home123insurance.com
home123corp.com
home1-2-3corp.com
home123direct.com
home123info.com
home123insurance.info
home123insurance.name
home123insurance.net
home123insurance.org
home123insurance.us
home123insuranceservices.com
home123insuranceservices.info
home123insuranceservices.name
home123insuranceservices.net
home123insuranceservices.org
home123insuranceservices.us
home123loan.biz
home123loan.com
home123loan.info

{2069\00010\00078900.DOC\2}5

RLF1-3161638-2
SF1:676652.1

home123loan.net
home123loans.biz
home123loan.tv
home123loan.ws
home123loans.com
home1-2-3loans.com
home123loans.info
home123loans.net
home123loans.tv
home123loans.us
home123loans.ws
home123mortgage.com
home123partners.com
home123partners.net
home123-pld.com
home123prims.com
home123racng.com
home123sucks.biz
home123sucks.com
home123sucks.info
home123sucks.net
home123sucks.us
homebuyerbenefit.com
homeandlenders.com
homeioanrockstar.com
homeloansbycolln.com
homeloansbyrandy.com
ihaveyourhomeloan.com
insurxpress.net
insurxpress.org
jameslackman.com
jalmesloans.com
jeffwiersma.com
jeffwucinich.com
jennasloans.com
jennifercreech.com
jesseedmonds.com
jimstick.com
johnfgoad.com
juliannegibson.com
jumboloanz.com
kensteamworks4you.com
kevin-ellis.com
kingstonmortgage.com
knowyourloans.com
lakecorpuschristihomeloans.com
laurakryan.com
lauriahansen.com
learnmoreu.com
learnmoreu.net
learnmoreuniversities.com
learnmoreuniversities.net

{2069\00010\00078900.DOC\2}6

RLF1-3161638-2
SF1:676652.1

learnmoreuniversity.com
learnmoreuniversity.net
leslifethomerson.com
lindatheloanlady.com
loanexpertsite.com
loansbycorl.com
loanswithchrys.com
loanswithpete.com
marlortegon.com
metmortgagelanding.com
midwesthomermtg.com
midweststerlingmortgage.com
milleho.com
mlshaford.com
monticellomortgageservices.com
montimortgage.com
mortgage512.com
mortgagesbymichella.com
mtganawerman.com
mtgaustin.com
nccommercial.com
ncen.com
ncenassociate.com
ncenassociate.info
ncenassociate.name
ncenassociate.net
ncenassociate.org
ncenassociate.us
ncencommercial.com
ncendirect.net
ncensucks.biz
ncensucks.com
ncensucks.info
ncensucks.net
ncensucks.us
ncinsuranceservices.com
ncinsuranceservices.info
ncinsuranceservices.name
ncinsuranceservices.net
ncinsuranceservices.org
ncinsuranceservices.us
ncissaly.com
ncmvboston.com
ncmvic.com
ncmvtexas.com
newcentury.com
newcenturycommercial.com
newcenturydirect.com
newcenturydocs.com
newcenturyfinancial.com
newcenturyfinancial.net
newcenturyfinancial.org

{2069\00010\00078900.DOC\2} 7

RLF1-3161638-2
SF1:676652.1

newcenturyfinancialonlinemortgages.com
newcenturyfinancialonlinemortgages.net
newcenturyfinancialsucks.biz
newcenturyfinancialsucks.com
newcenturyfinancialsucks.info
newcenturyfinancialsucks.net
newcenturyfinancialsucks.us
newcenturyhmda.com
newcenturylending.com
newcenturymorgage.com
newcenturymortgage.com
newcenturymortgagesucks.biz
newcenturymortgagesucks.com
newcenturymortgagesucks.info
newcenturymortgagesucks.net
newcenturymortgagesucks.us
newcenturyonlinemortgages.com
newcenturyonlinemortgages.net
newcenturyprime.com
newcenturysucks.biz
newcenturysucks.com
newcenturysucks.info
newcenturysucks.net
newcenturysucks.us
newcenturytc.com
newvendsur.com
newvendsure.com
newvensur.com
newvensure.com
nick-watts.com
northamericanres.com
nwfundingsolutions.com
onestoploanshop.com
pahome123.com
pamelazank.com
peachtreeresidentialmtg.com
prestigeresidential.com
primewestfunding.com
ramonfrancis.com
regabnewcenturymortgagesecurities.com
resprimelending.com
reynarogers.com
sdmort.com
selectmortgagegroupfld.com
selectmortgageitd.com
sellmoreu.net
sellmoreuniversity.com
sellmoreuniversity.net
southtexasmortgagecenter.com
stephaniefisman.com
summitresortlending.com
teambroschak.com




{2069\00010\00078900.DOC\2}8



RLF1-3161638-2
SF1:676632.1

theanyloancompany.com
 theanyloancompany.net
 theoriginators123.com
 th-mortgage.com
 totalmortgageresource.com
 totalmortgageresources.com
 wendycarley.com
 worthfunding.com
 wrtfinancial.com
 wwwhome123.com
 youcangetahome.com
 yourlendinglady.com
 yourlendingpro.com
 yourlo.com

TRADEMARK SCHEDULE

Assignee desires to acquire the following trademarks and the goodwill of the business associated with and symbolized by the Marks listed below.


Mark	Serial No.	Filed	Reg No.	Reg Date	Status
1.800HOME123.com	78/083,515	9/12/2001	2,559,001	4/9/2002	Registered
1.800HOME123.com & Design 	78/083,452	9/11/2001	2,631,907	10/8/2002	Registered
123LOAN.COM	75/717,403	6/1/1999	2,486,670	9/11/2001	Registered
ACCESS LENDING	78/826,084	3/1/2006			Pending
Casa123	78/539,073	12/28/2004			Published
CLOSE MORE UNIVERSITY	78/320,114	10/29/2003	2,895,857	10/19/2004	Registered
CLOSE MORE UNIVERSITY & Design 	78/382,389	3/11/2004	2,905,252	11/23/2004	Registered
CLOSE MORE UNIVERSITY PRESENTS & Design 	78/593,379	3/23/2005	3,097,711	5/30/2006	Registered
CUTTING THROUGH THE LOAN CLUTTER	78/488,448	9/23/2004	3,130,921	8/15/2006	Registered

Mark	Serial No	Filed	Reg No	Reg Date	Status
FAST N SURE INSURANCE WHEN YOU NEED IT! Logo 					
FAST N SURE <small>INSURANCE WHEN YOU NEED IT!</small>	78/517,857	11/16/2004			Published
FASTNSURE	78/474,249	8/26/2004			Published
HOME 123 Home 123 cutting through the loan clutter & Design	75/385,607	11/6/1997	2,250,525	6/1/1999	Registered
Home123 <small>Cutting through the loan clutter</small>	78/492,931	10/1/2004	3,031,863	12/20/2005	Registered
HOME123 (Logo) Home123	78/509,088	11/1/2004	3,040,935	1/10/2006	Registered
HOME123 CREDIT CARDS					Unfiled
Home123 Credit Tool Kit Deluxe	78/926,653	7/11/2006			Pending
HOME123 INSURANCE SERVICES & Design Home123 Insurance Services	78/517,886	11/16/2004	3,118,270	7/18/2006	Registered
Home123 Mortgage & Design Home123 MORTGAGE	77/043,669	11/14/2006			Pending
INSURANCE RIGHT/WHEN YOU NEED IT!	78/474,259	8/26/2004			Published
INSURANCE WHEN YOU NEED IT!	78/517,832	11/16/2004			Published
N design 	75/732,816	6/17/1999	2,394,342	10/10/2000	Registered
NC INSURANCE SERVICES & N Design <small>NC INSURANCE SERVICES</small>	78/517,877	11/16/2004			Published
NEW CENTURY & N design <small>NEW CENTURY</small>	75/741,825	6/18/1999			Published
NEW CENTURY FIRST MORTGAGE	78/643,996	6/6/2005			Published
NEW CENTURY MORTGAGE	75/554,015	9/15/1998	2,580,564	6/18/2002	Registered

RLP1-3161638-2
SF1:676652.1

{2069\00010\00078900.DOC\2} 10

TRADEMARK
REEL: 004105 FRAME: 0025

Mark	Serial No	Filed	Reg No	Reg Date	Status
NORTH AMERICAN REAL ESTATE SOLUTIONS & Design 					
	76/531,479	7/17/2003	2,922,107	2/1/2005	Registered
QUICKFUND	76/022,988	4/11/2000	2,437,162	3/20/2001	Registered
RAPID REQUEST	78/523,745	11/29/2004	3,030,903	12/13/2005	Registered
THE HANDSHAKE IS BACK	76/033,411	4/25/2000	2,732,579	7/1/2003	Registered
TRATS FINANCIAL SERVICES	78/854,501	4/5/2006			Published
We Get It	78/774,168	12/15/2005	3,171,267	11/14/2006	Registered

ADDITIONAL IP ASSETS

Any and all associated graphics and logos associated with the above listed trademarks which Seller owns and any and all rights to any remaining transferable software license agreements if any, which Seller has.

RLF1-3161638-2
SF1:676632.1

{2069\00010\00078900.DOC\2} 11

BILL OF SALE

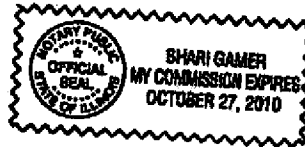
Seller, PBG Financial Services, in consideration of Ten and no/100 dollars (\$10.00), receipt of which is hereby acknowledged, does hereby sell, assign, transfer and set over to Buyer, Brandivation LLC, the assets listed on the attached Exhibit "A".

Said Property is being transferred in "AS IS" condition, all warranties of fitness and merchantability are hereby excluded.

IN WITNESS WHEREOF, Seller has signed and sealed this Bill of Sale on 10/1/08, 2008.

PBG Financial Services



By: Howard Gamer, Partner



State of Illinois)
County of Lake) SS.

I, Shari Gamer, a notary public in and for said County, in the State aforesaid, DO HEREBY CERTIFY that HOWARD GAMER, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act, for the uses and purposes therein set forth.

GIVEN under my hand and official seal, on October 15, 2008.


Notary Public

20690001000078984.WPDA