

Form PTO-1594 (Rev. 01-09)  
OMB Collection 0651-0027 (exp. 02/28/2009)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

TISH McCAULEY, d/b/a LETITIA McCAULEY

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

Citizenship (see guidelines) UNITED STATES

Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: STEPHEN ARMSTRONG

Internal Address: \_\_\_\_\_

Street Address: 43 McRAE DRIVE

City: TORONTO

State: ONTARIO

Country: CANADA Zip: M4G 1S2

Association      Citizenship \_\_\_\_\_

General Partnership      Citizenship \_\_\_\_\_

Limited Partnership      Citizenship \_\_\_\_\_

Corporation      Citizenship \_\_\_\_\_

Other INDIVIDUAL      Citizenship CANADA

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)

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

Execution Date(s) 10/28/2009

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

3,523,964

Additional sheet(s) attached?  Yes  No

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

Trademark Registration for REUSE TO REDUCE, Registered October 28, 2008-Class 016

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

Name: Cynthia Branca

Internal Address: BARLOW, JOSEPHS & HOLMES, LTD.

Street Address: 101 DYER STREET, 5TH FLOOR

City: PROVIDENCE

State: RI Zip: 02903

Phone Number: 401-273-4446

Fax Number: 401-273-4447

Email Address: cmb@barjos.com

**6. Total number of applications and registrations involved:**

01

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

- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

Deposit Account Number 020900

Authorized User Name 1687

**9. Signature:**

Cynthia M Branca  
Signature

December 1, 2009  
Date

Cynthia M. Branca

Name of Person Signing

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

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

EXHIBIT A

ASSIGNMENT AGREEMENT

This ASSIGNMENT AGREEMENT, effective October 28, 2009, is made by and between *Stephen Armstrong* ("*Armstrong*") having a principal address at 43 McRae Drive, Toronto, ON, M4G 1S2, Canada and *Tish McCauley dba Letitia McCauley* ("*McCauley*"), having a mailing address care of Tom Runyan, Esq., 800 NE 26<sup>th</sup> Street, Wilton Manors, FL 33305.

WHEREAS, *McCauley* is the sole owner, and there are no outstanding rights in others to the Mark REUSE TO REDUCE, U.S. Trademark Reg. No. 3,523,964 registered October 28, 2008 set forth in the attached Exhibit B and the goodwill, of the business symbolized thereby and associated therewith, which Mark were embodied by registration in the United States Patent and Trademark Office (the foregoing collectively referred to as "the Mark");

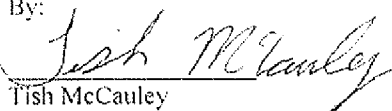
WHEREAS, *Armstrong* is desirous of acquiring the Mark, and of recording his status as owner of the entire right, title, and interest in and to the Mark;

NOW, THEREFORE, for the good and valuable consideration as set forth in a separate Purchase Agreement between the parties, receipt of which is hereby acknowledged, the parties agree as follows:

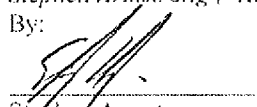
1. *McCauley* does hereby assign, transfer, and convey to *Armstrong* all her right, title, and interest in and to the Mark, inclusive of the goodwill of the business symbolized by the Mark, and any trademark registrations associated therewith as encompassed by the defined term "the Mark," including, but not limited to, using the Mark in *McCauley's* trade names, domain names, corporate names, or any other usage of the Mark regardless of class or goods and services associated therewith.

2. *McCauley* agrees to take whatever further action is deemed necessary or appropriate by *Armstrong* to properly and fully effect and perfect the transfer to *Armstrong* of the Mark, to establish full custody of the Mark by *Armstrong*, to set forth and establish the chain of title to the Mark, and to set forth and establish the first use of the Mark. For example, without limitation, *McCauley* agrees to execute assignments to *Armstrong* regarding the Mark as may be required in proceedings throughout the world.

IN WITNESS WHEREOF, the parties have executed this Agreement by and through their properly authorized signatories effective as of the date indicated above.

*Tish McCauley* ("*McCauley*")  
By:   
Tish McCauley

Date: 10-28-09

*Stephen Armstrong* ("*Armstrong*")  
By:   
Stephen Armstrong

Date: 11/04/09