

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Travel Acquisitions Group, LLC		12/02/2009	LIMITED LIABILITY COMPANY: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
Name:	Travel Leaders Franchise Group, LLC		
Street Address:	6442 City West Parkway		
City:	Eden Prairie		
State/Country:	MINNESOTA		
Postal Code:	55344		
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	2333604	MERCAVIA	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(612)332-9081		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612/336-4615		
Email:	rerickson@merchantgould.com		
Correspondent Name:	Christopher J. Schulte		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	8597.94US01		
NAME OF SUBMITTER:	Christopher J. Schulte		
Signature:	/Christopher J. Schulte/		
Date:	12/03/2009		

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**Total Attachments: 3**

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## ASSIGNMENT

WHEREAS, Travel Acquisitions Group, LLC ("Assignor"), a Minnesota limited liability company, having an office at 6442 City West Parkway, Eden Prairie, Minnesota 55344, is the owner of the trademarks and Trademark Registrations identified in the attached schedule;

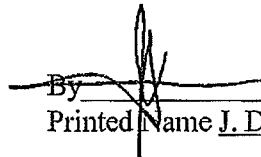
WHEREAS, Travel Leaders Franchise Group, LLC (Assignee"), a Minnesota limited liability company, having an office at 6442 City West Parkway, Eden Prairie, Minnesota 55344, is desirous of acquiring all right, title and interest in and to said trademarks and trademark registrations;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Travel Acquisitions Group, LLC has sold, assigned and transferred, and by these presents does sell, assign and transfer unto said Travel Leaders Franchise Group, LLC, its successors or assigns, the entire right, title and interest for all countries in and to said trademarks and trademark registrations identified in the attached Schedule, including all common law trademark or trade name rights in said mark(s), and with the goodwill and other incidents of its business associated with or symbolized by said trademarks and the right to recover and have damages and profits for past infringement, if any.

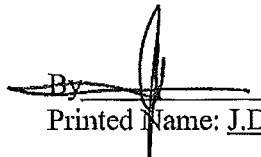
Assignee acquired all of the business to which the marks pertain, and as of the effective date of this Assignment, such business was ongoing and existing.

IN WITNESS WHEREOF, Travel Acquisitions Group, LLC and Travel Leaders Franchise Group, LLC have caused this instrument to be duly executed on this 2nd day of December, 2009.

Travel Acquisitions Group, LLC,  
"Assignor"

By   
Printed Name J. D. O'Hara  
Title: Secretary

Travel Leaders Franchise Group, LLC,  
"Assignee"

By   
Printed Name: J.D. O'Hara  
Title: Secretary

SCHEDULE

UNITED STATES

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
MERCAVIA	2,333,604	March 21, 2000

CANADA

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
MERCAVIA	722,340	August 26, 2008