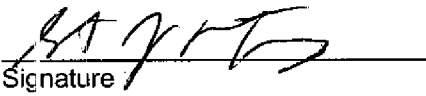


Client Code: MASSCO.UCC1

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

To the Director, U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): (List using letters or numbers for multiple parties)</p> <p>MASS CONNECTIONS, INC.</p> <p><input type="checkbox"/> Individual <input type="checkbox"/> General Partnership <input type="checkbox"/> Association <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Other: <input checked="" type="checkbox"/> Corporation of: CA</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: KNOBBE, MARTENS, OLSON, & BEAR, LLP Internal Address: FOURTEENTH FLOOR Street Address: 2040 MAIN STREET City: IRVINE State: CA ZIP: 92614</p> <p><input type="checkbox"/> Individual <input type="checkbox"/> General Partnership <input type="checkbox"/> Association <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Other: California <input type="checkbox"/> Corporation of: Limited Liability Partnership</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Additional name(s) and address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>3. Nature of conveyance:</p> <p><input type="checkbox"/> Assignment <input type="checkbox"/> Security Agreement <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input checked="" type="checkbox"/> Other: Security Interest</p> <p>Execution Date: (List as in section 1 if multiple signatures) NOVEMBER 2, 2009</p>	<p>4. Application number(s) or registration number(s):</p> <p>a. Trademark Application No(s):</p> <p>b. Trademark Registration No(s): 3308018</p> <p>Additional numbers attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>5. Party to whom correspondence concerning document should be mailed:</p> <p>Customer No. 20,995 Address: Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14th Floor Irvine, CA 92614 Return Fax: (949) 760-9502 Attorney's Docket No.: MASSCO.UCC1</p>	<p>6. Total number of applications and registrations involved: 20</p> <p>7. Total fee (37 CFR 1.21(h)): \$515.00 <input checked="" type="checkbox"/> Authorized to be charged to deposit account</p>
<p>8. Deposit account number: 11-1410</p> <p>Please charge this account for any additional fees which may be required, or credit any overpayment to this account.</p>	
<p>9. Statement and signature.</p> <p>To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document.</p> <p>STEVEN J. NATAUPSKY  <u>1/6/10</u> Name of Person Signing Signature Date</p> <p align="center">Total number of pages including cover sheet, attachments and document: 5</p>	

Documents transmitted via Facsimile to be recorded with required cover sheet information to:

Mail Stop Assignment Recordation Services
Director, U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450
Facsimile Number: (571) 273-0140

700426525

TRADEMARK
REEL: 004127 FRAME: 0232

CH \$515.00 111410 78488374

<u>Case No.</u>	<u>Trademark Name:</u>	<u>Application No.</u>	<u>Filing Date:</u>	<u>Reg Date:</u>	<u>Reg No:</u>
MASSCO.006T	RETAILMERCIALS	78/171850	10/7/2002	10/9/2007	3308018
MASSCO.007T	LIVE INSTOREMERCIALS	78/171843	10/7/2002	4/1/2008	3406429
MASSCO.008T	LIVE IN STORE COMMERCIALS	78/171738	10/7/2002	12/12/2006	3184326
MASSCO.012T	JOIN THE FIGHT HELP KIDS EAT RIGHT (Stylized or *	78/286676	8/13/2003	2/1/2005	2922796
MASSCO.016T	MASSCONNECTIONS	75/645441	2/22/1999	9/26/2000	2389345
MASSCO.017T	MC MASSCONNECTIONS stylized	75/645442	2/22/1999	9/19/2000	2387197
MASSCO.028T	COOLERKIT	78/488794	9/23/2004	4/4/2006	3075899
MASSCO.038T	DEMO-2-DISPLAY	77/044427	11/15/2006	7/29/2008	3474545
MASSCO.039T	SAMPLE & SELI. IT	77/044435	11/15/2006	7/29/2008	3474546
MASSCO.042T	IN STORE · ON LINE · IN LIFE	77/180695	5/14/2007	1/15/2008	3368950
MASSCO.043T	CONSUMER CONNECTOR	77/172384	5/3/2007	6/17/2008	3447916
MASSCO.046T	STAYINGCONNECTED.COM (Stylized and/or with Design)	77/302202	10/11/2007	9/8/2009	3678284
MASSCO.049T	MC LOGISTICS (stylized and/or with design)	77/409616	2/29/2008	4/21/2009	3609985
MASSCO.029T	TABLEKIT	78/488374	9/23/2004		
MASSCO.036T	CASTING CALL	78/714583	9/16/2005		
MASSCO.041T	READY. SET. GO (stylized and/or with design)	77/081409	1/11/2007		
MASSCO.048T	MC CONNECTORS (Stylized and/or with Design)	77/409607	2/29/2008		
MASSCO.051T	STAY COOKING	77/545277	8/12/2008		
MASSCO.052T	COOKING-HITS!	77/545285	8/12/2008		
MASSCO.053T	RECIPE HITS	77/545297	8/12/2008		

UCC FINANCING STATEMENT

FOLLOW INSTRUCTIONS (front and back) CAREFULLY

A. NAME & PHONE OF CONTACT AT FILER [optional] Michell T Do (949) 760-0404					
B. SEND ACKNOWLEDGMENT TO: (Name and Address) Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14th Floor Irvine, CA 92614 USA				DOCUMENT NUMBER: 22821990002 FILING NUMBER: 09-7213018829 FILING DATE: 11/02/2009 14:56 IMAGE GENERATED ELECTRONICALLY FOR WEB FILING THE ABOVE SPACE IS FOR CA FILING OFFICE USE ONLY	
1. DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (1a or 1b) - do not abbreviate or combine names					
OR	1a. ORGANIZATION'S NAME Mass Connections, Inc.				
	1b. INDIVIDUAL'S LAST NAME	FIRST NAME	MIDDLE NAME	SUFFIX	
1c. MAILING ADDRESS 13131 E. 166th Street		CITY Cerritos	STATE CA	POSTAL CODE 90703	COUNTRY USA
1d. SEE INSTRUCTIONS	ADD'L DEBTOR INFO	1e. TYPE OF ORGANIZATION Inc.	1f. JURISDICTION OF ORGANIZATION CA	1g. ORGANIZATIONAL ID#, if any <input checked="" type="checkbox"/> NONE	
2. ADDITIONAL DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (2a or 2b) - do not abbreviate or combine names					
OR	2a. ORGANIZATION'S NAME				
	2b. INDIVIDUAL'S LAST NAME	FIRST NAME	MIDDLE NAME	SUFFIX	
2c. MAILING ADDRESS		CITY	STATE	POSTAL CODE	COUNTRY
2d. SEE INSTRUCTIONS	ADD'L DEBTOR INFO	2e. TYPE OF ORGANIZATION	2f. JURISDICTION OF ORGANIZATION	2g. ORGANIZATIONAL ID#, if any <input type="checkbox"/> NONE	
3. SECURED PARTY'S NAME (or NAME of TOTAL ASSIGNEE of ASSIGNOR S/P) - insert only one secured party name (3a or 3b)					
OR	3a. ORGANIZATION'S NAME Knobbe, Martens, Olson, & Bear, LLP				
	3b. INDIVIDUAL'S LAST NAME	FIRST NAME	MIDDLE NAME	SUFFIX	
3c. MAILING ADDRESS 2040 Main St., 14th Floor		CITY Irvine	STATE CA	POSTAL CODE 92614	COUNTRY USA
4. This FINANCING STATEMENT covers the following collateral: See Attachment(s)					
5. ALT DESIGNATION: <input type="checkbox"/> LESSEE/LESSOR <input type="checkbox"/> CONSIGNEE/CONSIGNOR <input type="checkbox"/> BAILEE/BAILOR <input type="checkbox"/> SELLER/BUYER <input type="checkbox"/> AG. LIEN <input type="checkbox"/> NON-UCC FILING					
<input type="checkbox"/> 6. This FINANCING STATEMENT is to be filed [for record] (or recorded) in the REAL ESTATE RECORDS Attach Addendum [if applicable]			7. Check to REQUEST SEARCH REPORT(S) on Debtor(s) [ADDITIONAL FEE] [optional] <input type="checkbox"/> All Debtors <input type="checkbox"/> Debtor 1 <input type="checkbox"/> Debtor 2		
8. OPTIONAL FILER REFERENCE DATA MASSCO.UCCI					

FILING OFFICE COPY

TRADEMARK
REEL: 004127 FRAME: 0234

All of debtor's intellectual property that is the subject of secured party's representation, any recoveries from litigation involving such intellectual property and any other proceeds of such intellectual property, including, but not limited to, the property described below.

U.S. Patent & Patent Applications

Application No.	App. Filing Date	Patent No.	Issued Date	Title of Invention
11/059746	2/17/2005	7444305	10/28/2008	METHODS OF COORDINATING PRODUCT AND SERVICE DEMONSTRATIONS
10/814814	3/31/2004			PROMOTIONAL EVENT TRACKING SYSTEM
11/022129	12/23/2004			PREPAID MONETARY CARD FOR INCENTIVIZING RETURN CUSTOMERS
				SYSTEM & METHOD FOR STAFFING PROMOTIONAL EVENTS WITH QUALIFIED EVENT PERSONNEL

U.S. Copyrights

Registration No.	Reg. Date	Copyright Name
TX6160103	1/4/2005	CONSUMER ROI MODEL
TX6159158	4/27/2005	TOUCHAMERICA: THE CONSUMER CONNECTION

U.S. Trademarks & Trademark Applications

Application No.	App. Filing Date	Registration No.	Reg. Date	Trademark Name
		3308018	10/9/2007	RETAILMERCIALS
		3406429	4/1/2008	LIVE INSTOREMERCIALS
		3184326	12/12/2006	LIVE IN STORE COMMERCIALS

All of debtor's intellectual property that is the subject of secured party's representation, any recoveries from litigation involving such intellectual property and any other proceeds of such intellectual property, including, but not limited to, the property described below.

Application No.	App. Filing Date	Registration No.	Reg. Date	Trademark Name
		2922796	2/1/2005	JOIN THE FIGHT HELP KIDS EAT RIGHT (Stylized and/or with design)
		2389345	9/26/2000	MASSCONNECTIONS
		2387197	9/19/2000	MC MASSCONNECTIONS STYLIZED
		3075899	4/4/2006	COOLERSKIT
		3474545	7/29/2008	DEMO-2-DISPLAY
		3474546	7/29/2008	SAMPLE & SELL IT
		3368950	1/15/2008	IN STORE : ON LINE : IN LIFE
		3447916	6/17/2008	CONSUMER CONNECTOR
		3678284	9/8/2009	STAYINGCONNECTED.COM (Stylized and/or with Design)
		3609985	4/21/2009	MC LOGISTICS (stylized and/or with design)
78/488374	9/23/2004			TABLEKIT
78/714583	9/16/2005			CASTING CALL
77/081409	1/11/2007			READY. SET. GO (stylized and/or with design)
77/409607	2/29/2008			MC CONNECTORS (stylized and/or with design)
77/545277	8/12/2008			STAY COOKING
77/545285	8/12/2008			COOKING-HITS!
77/545297	8/12/2008			RECIPE HITS