

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Diversified Companies, LLC		01/07/2010	LIMITED LIABILITY COMPANY: TENNESSEE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Beach Marketing, LLC		
<b>Street Address:</b>	220 Ennismore Lane		
<b>City:</b>	Brentwood		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37027		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: TENNESSEE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77793574	SCENIC CITY SAVER YOUR SOURCE FOR DISCOUNT COUPONS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(615)744-5558		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	615-726-5558		
<b>Email:</b>	jsuwanski@bakerdonelson.com		
<b>Correspondent Name:</b>	Jillian M. Suwanski		
<b>Address Line 1:</b>	211 Commerce Street, Suite 800		
<b>Address Line 2:</b>	Baker Donelson Center		
<b>Address Line 4:</b>	Nashville, TENNESSEE 37201		
<b>NAME OF SUBMITTER:</b>	Jillian M. Suwanski		
<b>Signature:</b>	/Jillian M. Suwanski/		
<b>Date:</b>	01/12/2010		

OP \$40.00 77793574

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

*Jan 2010* This ASSIGNMENT OF TRADEMARK (the "Agreement") made as of the 7<sup>th</sup> day of ~~December, 2009~~, by and between Diversified Companies, LLC, a Tennessee limited liability company, with a principal place of business of 3721 Powers Court, Chattanooga, Tennessee 37416 ("Assignor"), and Beach Marketing, LLC, a Tennessee limited liability company, with a principal place of business of 220 Ennismore Lane, Brentwood, Tennessee 37027 ("Assignee").

WHEREAS, Assignor owns certain rights in and to the trademark SCENIC CITY SAVER YOUR SOURCE FOR DISCOUNT COUPONS (and design), including, without limitation, the mark identified by the trademark application pending before the United States Patent and Trademark Office as Serial No. 77/793,574 (the "Mark"); and

WHEREAS, Assignor and Assignee desire to formalize the assignment of Assignor's entire right, title and interest in and to the Mark, including all goodwill associated therewith.

NOW, THEREFORE, the parties hereby agree as follows:

Assignor, for good and valuable consideration, hereby grants, assigns, sells and transfers to Assignee, its successors and assigns, all of Assignor's worldwide right, title, and interest in, to and under the Mark, together with the following: (i) all goodwill associated with the Mark, (ii) the federal trademark application for the Mark, (iii) all rights to sue for infringement of the Mark (whether arising prior to or subsequent to the date of this Agreement), (iv) all rights to file foreign, U.S. federal, or U.S. state applications for the Mark or for any similar mark or marks; and (v) any and all renewals and extensions of any and all registrations for the foregoing that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction.

Assignor agrees to execute such instruments as Assignee may reasonably request in order to effectively assign, transfer, grant, convey, assure and confirm to Assignee and his successors and assigns, or to aid and assist in the collection of or reducing to possession by Assignee of, all of the Mark.

This assignment shall be binding on the parties, their heirs, successors, and assigns, and may be recorded in the United States Patent and Trademark Office and under the appropriate state provisions of the Uniform Commercial Code.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by their respective duly authorized representatives as of the date first written above.

Assignor

Assignee

Diversified Companies, LLC

Beach Marketing, LLC

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

By: Kristin Beach  
Name: Kristin Beach  
Title: owner / member

ASSIGNMENT OF TRADEMARK

January, 2010

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Assignor

Assignee

Diversified Companies, LLC

Beach Marketing, LLC

By: Vanessa Trapp  
Name: Vanessa Trapp  
Title: Operations Manager

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_