

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
Concept Shopping, Inc.		03/15/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	DS-IQ, Inc.		
Street Address:	P.O. Box 7178		
City:	Bellevue		
State/Country:	WASHINGTON		
Postal Code:	98008		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77892863	FUNDRAISING COUPONS	
Serial Number:	77892798	COUPONS FOR EDUCATION	
Registration Number:	3489286	AUTOMATIC MARKETING	
Serial Number:	76079441	CONCEPT SHOPPING	
CORRESPONDENCE DATA			
Fax Number:	(425)213-1404		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	425-213-1400		
Email:	michael.kelleher@ds-iq.com		
Correspondent Name:	DS-IQ, Inc.		
Address Line 1:	P.O. Box 7178		
Address Line 2:	Attn: General Counsel		
Address Line 4:	Bellevue, WASHINGTON 98008		
NAME OF SUBMITTER:		Michael Kelleher, DS-IQ	
Signature:		/Michael Kelleher/	

OP \$115.00 77892863

Date:

04/05/2010

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS AND DOMAIN NAMES

WHEREAS, Concept Shopping, Inc., a Delaware corporation having a place of business at 901 Warrenville Rd., Suite 104, Lisle, IL 60532 ("*Assignor*") is the owner of such registered trademarks and other trademarks (collectively, the "*Marks*") and the common law rights in and to the Marks and any trademark applications for the same (the "*Applications*") as set forth on the attached *Annex A*, and all other registrations and applications for the Marks and all renewals and extensions thereof, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, and all rights of priority in any of the foregoing, together with the entire goodwill and business associated with the Marks, and all income, royalties and payments due or payable as of the date of this assignment or thereafter associated with any of the foregoing, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for and collect the same for Assignee's own account;

WHEREAS, Assignor is the owner of such domain names and all associated registrations throughout the world ("*Domain Names*"), as set forth on the attached *Annex B*; and

WHEREAS, DS-IQ, Inc., a Washington corporation having a place of business at 15831 NE 8th Street, Bellevue, WA 98008 ("*Assignee*"), desires to acquire all right, title and interest in and to the Marks, Applications, and Domain Names, all goodwill and common law rights associated therewith, and that portion of the business of the Assignor corresponding to such Marks or Applications, and Assignor desires to assign the same to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee all of Assignor's right, title and interest in and to the Marks, Applications, and Domain Names, the goodwill and common law rights appurtenant thereto, and all other registrations and applications for the Marks and all renewals and extensions thereof, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, and all rights of priority in any of the foregoing, together with the entire goodwill and business associated with the Marks, and all income, royalties and payments due or payable as of the date of this assignment or thereafter associated with any of the foregoing, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for and collect the same for Assignee's own account, and Assignee does hereby accept this assignment.

Assignor agrees to execute all instruments and documents and do such additional acts as Assignee may reasonably deem necessary or desirable to effect, evidence, record and perfect the sale, transfer, assignment and recordation of the rights being assigned hereunder.

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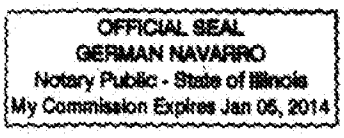
IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Assignment of Trademarks and Domain Names as of this ____ day of March, 2010.

CONCEPT SHOPPING, INC.

By: [Signature]
Name: Joseph A. Battoe
Title: President & CEO

SUBSCRIBED AND SWORN to before me this 15 day of March, 2010.

[Signature]
Print Name: German Navarro
NOTARY PUBLIC in and for the State of
Illinois, residing at DuPage
My Commission Expires: January 5, 2014



Annex A

Trademarks and Trademark Applications

<u>MARK</u>	<u>SERIAL NUMBER</u>	<u>REG. NUMBER</u>
Fundraising Coupons	77892863	
Coupons for Education	77892798	
Automatic Marketing	77032836	3489286
Concept Shopping	76079441	3247857

Annex B

Domain Names

At GoDaddy.com:

addrwards.com	November 11, 2010	inactive
mi2me.com	March 11, 2011	inactive

At Network Solutions:

conceptshopping.com	November 04, 2011	
fredsplus.com	December 07, 2010	inactive
fredsrewards.com	October 03, 2012	inactive
fredsrewardsplus.com	December 07, 2010	inactive
myavenueacme.com	May 23, 2010	
myavenueoffers.com	May 23, 2010	
myavenuesavings.com	May 23, 2010	
myfreds.com	January 07, 2011	inactive
saveatacme.com	July 18, 2010	
saveatalbertsons.com	July 18, 2010	
saveatjewel.com	July 18, 2010	
saveatshaws.com	October 03, 2012	
shopatalbertsons.com	October 29, 2010	
undebit.com	September 26, 2010	inactive
undebit.net	September 26, 2010	inactive