

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
Campus Bedding		05/03/2010	LIMITED LIABILITY COMPANY: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	On Campus Marketing		
Street Address:	4630 Montgomery Avenue		
Internal Address:	Suite 600		
City:	Bethesda		
State/Country:	MARYLAND		
Postal Code:	20814		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3213393	CAMPUSBEDDING.COM	
CORRESPONDENCE DATA			
Fax Number:	(212)724-3290		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 724-3290		
Email:	gallit@schullerlegal.net		
Correspondent Name:	Gallit Schuller, Esq.		
Address Line 1:	140 Riverside Drive		
Address Line 2:	#4C		
Address Line 4:	New York, NEW YORK 10024		
NAME OF SUBMITTER:	Michael Fitzgerald		
Signature:	/mf/		
Date:	06/04/2010		

OP \$40.00 3213393

Total Attachments: 5

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ASSIGNMENT OF TRADEMARK AND DOMAINS

This Assignment of Trademark and Domains is made as of May 13, 2010 by and between **CAMPUS BEDDING, LLC**, a Pennsylvania limited liability company (the “Assignor”) and **ON CAMPUS MARKETING, LLC**, a Delaware limited liability company (the “Assignee”). All capitalized terms used but not defined herein shall have the respective meanings ascribed to such terms in that certain Asset Purchase Agreement dated as of May 13, 2010, by and among the Assignor, Loretta L. Allen, Ronda Pierson, and the Assignee (the “Purchase Agreement”).

WHEREAS, Assignor is the owner of (i) the Trademark and federal trademark registrations with the United States Patent and Trademark Office identified on Schedule 1 attached hereto (collectively, the “**Trademark and Trademark Registration**”); and (ii) certain Internet domain name registrations and applications therefor as listed on Schedule 1 (collectively, the “**Domain Registrations**”);

NOW, THEREFORE, in consideration of the Purchase Agreement and the Closing of the transactions contemplated thereby, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns, transfers and conveys to Assignee all of Assignor’s worldwide right, title and interest in and to the Domain Registrations, the Trademark and Trademark Registration (and all renewals and extensions thereof), together with the goodwill of the business associated with or symbolized by the Trademark and Trademark Registration, and all of Assignor’s rights to profits, damages and other relief for any past, present and future infringement of any of the Trademark and Trademark Registration, and the Assignor’s right to sue and collect the same for Assignee’s own use and benefit and the benefit of Assignee’s successors, assigns, or legal representatives.

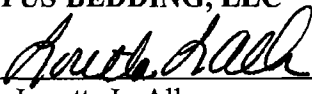
This Assignment may be executed in counterparts, each of which shall be deemed an original, and all of which together shall constitute a single agreement. This Assignment may be executed by facsimile signatures, which signatures shall have the same force and effect as original signatures.

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IN WITNESS WHEREOF, Assignor has executed this Assignment of Trademark and Domains effective as of May 13, 2010.

ASSIGNOR:

CAMPUS BEDDING, LLC

By: 
Name: Loretta L. Allen
Its: Manager and Member

By: _____
Name: Ronda Pierson
Its: Manager and Member

ASSIGNEE:

ON CAMPUS MARKETING, LLC

By: _____
Name: _____
Title: _____

IN WITNESS WHEREOF, Assignor has executed this Assignment of Trademark and Domains effective as of May 13, 2010.

ASSIGNOR:

CAMPUS BEDDING, LLC

By: _____

Name: Loretta L. Allen

Its: Manager and Member

By: Ronda Pierson

Name: Ronda Pierson

Its: Manager and Member

ASSIGNEE:

ON CAMPUS MARKETING, LLC

By: _____

Name: _____

Title: _____

IN WITNESS WHEREOF, Assignor has executed this Assignment of Trademark and Domains effective as of May __, 2010.

ASSIGNOR:

CAMPUS BEDDING, LLC

By: _____
Name: Loretta L. Allen
Its: Manager and Member

By: _____
Name: Ronda Pierson
Its: Manager and Member

ASSIGNEE:

ON CAMPUS MARKETING, LLC

By: _____
Name: Alan D. Bior
Title: Sawden

SCHEDULE 1

TRADEMARK:

Trademark	Serial No.	Filing Date	Registration/Application Number
CAMPUSBEDDING.COM	No.78881781	11-May-2006	No. 3213393

DOMAIN NAMES AND REGISTRATIONS:

Domain	Expiration Date	Registrar
BESTDORMSHEETS.COM	14-Jan-11	GoDaddy
COLLEGELINENS.NET	14-Jan-11	GoDaddy
POCKBLOG.COM	8-Feb-11	GoDaddy
SHEETSFORDORMS.COM	14-Jan-11	GoDaddy
TWINEXTRALONG.NET	14-Jan-11	GoDaddy
TWINEXTRALONG.ORG	9-Nov-10	GoDaddy
TWIN-XL.NET	9-Nov-10	GoDaddy
TWIN-XL.ORG	9-Nov-10	GoDaddy
TWIN-XLBEDDING.COM	9-Nov-10	GoDaddy
TWIN-XLBEDDING.NET	9-Nov-10	GoDaddy
TWIN-XLBEDDING.ORG	9-Nov-10	GoDaddy
TWIN-XLCOMFORTERS.COM	9-Nov-10	GoDaddy
TWIN-XLSHEETS.COM	9-Nov-10	GoDaddy
TWIN-XLSHEETS.NET	9-Nov-10	GoDaddy
TWIN-XLSHEETS.ORG	9-Nov-10	GoDaddy
TWINXLSHEETS.NET	14-Jan-11	GoDaddy
BESTCOLLEGESHEETS.COM	14-Jan-11	GoDaddy
CAMPUSBEDDING.COM	25-Sep-17	Register.com
CAMPUSSHEETS.COM	9-Nov-10	GoDaddy
DORMSHEETS.NET	14-Jan-11	GoDaddy
POCK.TYPEPAD.COM		TypePad

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