

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Noble Communications Company		04/21/2010	CORPORATION: MISSOURI

**RECEIVING PARTY DATA**

<b>Name:</b>	Culture Waves, LLC
<b>Street Address:</b>	2155 West Chesterfield Boulevard
<b>City:</b>	Springfield
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	65807
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MISSOURI

**PROPERTY NUMBERS Total: 18**

Property Type	Number	Word Mark
Serial Number:	77188104	IDEAHARVEST
Serial Number:	77208854	INEXHAUSTIBLE INSIGHTS=INCREDIBLE IDEAS=INTUIENCE
Serial Number:	77188142	INTUI
Serial Number:	77208863	INTUIENCE
Serial Number:	77188112	INTUIENCE
Serial Number:	77585314	NEEMEE
Serial Number:	77188008	Q-UPDATE
Serial Number:	77188029	RIPTIDE
Serial Number:	77188125	TIDALWAVE
Serial Number:	77188133	WAVEWATCH
Registration Number:	3465610	BRANDALIZM
Registration Number:	3465609	CULTURETOUR
Registration Number:	3694236	CULTUREWAVES
Registration Number:	3465630	CULTUREWAVES BE FIRST FASTER

CH \$465.00 77188104

Registration Number:	3129435	FOOD FORWARD
Registration Number:	3483673	HYPOTISEMENT
Registration Number:	3538404	NEEMEE
Registration Number:	3465858	TIDE REPORT

**CORRESPONDENCE DATA**

Fax Number: (816)753-1536  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 816-753-1000  
Email: uspt@polsinelli.com  
Correspondent Name: Timothy D. Steffens  
Address Line 1: 700 West 47th Street  
Address Line 2: Suite 1000  
Address Line 4: Kansas City, MISSOURI 64112-1802

ATTORNEY DOCKET NUMBER: 027564-119706

NAME OF SUBMITTER: Timothy D. Steffens

Signature: /tds/

Date: 06/23/2010

Total Attachments: 2  
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**TRADEMARK ASSIGNMENT**

WHEREAS, Noble Communications Company, a Missouri corporation, located at 2155 West Chesterfield Blvd., Springfield, Missouri 65807 ("Assignor") has adopted, used and/or is using the trademarks and service marks set forth on the attached **Schedule A** in conjunction with Assignor's business (collectively, the "Marks"), together with the goodwill symbolized thereby; and

WHEREAS, in conjunction with the sale of certain assets relating to the Marks, Assignor desires to assign, transfer and convey to Culture Waves, LLC, a Missouri limited liability company located at 2155 West Chesterfield Boulevard, Springfield, Missouri 65807 ("Assignee"), and Assignee desires to acquire, the Marks, any pending applications or registrations issued in connection therewith and the goodwill symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby convey, assign, transfer and set over unto Assignee all of Assignor's right, title and interest in and to the Marks, together with the goodwill symbolized thereby, together with all applications and/or registrations thereof, and together with a right to sue for and collect on all claims for damages by reason of past, present or future infringement of said Marks.

Effective Date: 12:01 a.m. on April 1, 2010

Noble Communications Company

By: *Robert B. Noble*  
Robert B. Noble, President

STATE OF Missouri

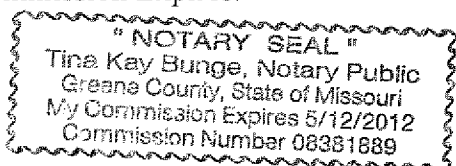
COUNTY OF Greene

On this 21<sup>st</sup> day of April, 2010, above named individual, to me known to be an authorized representative of the person described in and who executed the foregoing instrument, and acknowledged that he or she executed the same as his or her free act and deed.

In Testimony Whereof, I have hereunto set my hand and affixed my official seal the day and year first above written.

*Tina Kay Bunge*  
Notary Public

My Commission Expires:



## SCHEDULE A

### Marks

Any and all registered and unregistered trademarks and service marks of Assignor relating to the following:

<b>Mark</b>	<b>Country</b>	<b>Application / Registration No.</b>
Brandalizm	USA	3,465,610
CultureTour	USA	3,465,609
CultureWaves	USA	3,694,236
CultureWaves	Mexico	1,076,976
CultureWaves Be First Faster and Design	USA	3,465,630
CultureWaves Be First Faster and Design	Mexico	947917
Food Forward	USA	3,129,435
Hypotisement	USA	3,483,673
IdeaHarvest	USA	77/188,104
Inexhaustible Insights = Incredible Ideas = Intuience	USA	77/208,854
Intui	USA	77/188,142
Intuience (and Design)	USA	77/208,863
Intuience	USA	77/188,112
Neemee	USA	3,538,404 77/585,314
Neemee	Mexico	1,072,191
Q-Update	USA	77/188,008
Riptide	USA	77/188,029
Tidalwave	USA	77/188,125
Tide Report (and Design)	USA	3,465,858
Wavewatch	USA	77/188,133