

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
Kerrico Names, Inc.		06/22/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Yellow Book USA, Inc.		
Street Address:	398 RXR Plaza		
City:	Uniondale		
State/Country:	NEW YORK		
Postal Code:	11556		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3506946	BEYOND YELLOW PAGES	
CORRESPONDENCE DATA			
Fax Number:	(212)489-8340		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-489-8230		
Email:	nytmpto@dwt.com		
Correspondent Name:	Alexandra Nicholson		
Address Line 1:	1633 Broadway		
Address Line 2:	Davis Wright Tremaine LLP		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	3870036-2		
NAME OF SUBMITTER:	Colleen M. Keegan		
Signature:	/Colleen M. Keegan/		
Date:	06/29/2010		

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Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, Kerrico Names, Inc., a Delaware corporation with its principal place of business located at 556 S. Fair Oaks Avenue, Suite 101-16, Pasadena, California 91105 (hereinafter "Assignor") is the owner of the name and trademark BEYOND YELLOW PAGES and is the record owner of U.S. Trademark Registration No. 3, 506,946 for BEYOND YELLOW PAGES ("Trademark"); and

WHEREAS, Yellow Book USA, Inc., a Delaware corporation with its principal place of business located at 398 RXR Plaza, Uniondale, New York 11556 (hereinafter "Assignor") is desirous of acquiring all right, title and interest in and to the said Trademark, together with the goodwill of the business symbolized thereby and associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, together with the goodwill of the business symbolized thereby and associated therewith, effective as of June 22, 2010.

Kerrico Names, Inc.

BY: 

Name: Alex Chasin

Title: President

Date: June 22, 2010