

Re 8/30/10

08-30-2010



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Electronic Version v1.1  
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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

Trademark Assignment

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Elephant Group Inc.		07/30/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Saveology.com LLC
Composed Of:	COMPOSED OF Saveology.com LLC
Street Address:	3303 W. Commercial Blvd.
City:	Ft. Lauderdale
State/Country:	FLORIDA
Postal Code:	33309
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	77582961	SAVEOLOGY.COM
Serial Number:	77508939	SAVEOLOGY

CORRESPONDENCE DATA

Fax Number: (954)733-1996  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 9546919520  
 Email: rfeinglas@saveology.com  
 Correspondent Name: Saveology.com LLC  
 Address Line 1: 3303 W. Commercial Blvd.  
 Address Line 4: Ft. Lauderdale, FLORIDA 33309

NAME OF SUBMITTER:

/Bension Aboud/

Signature:

/Bension Aboud/

Date:

07/14/2010

OP \$65.00 77582961

Total Attachments: 3

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TRADEMARK

REEL: 004268 FRAME: 0245

**TRADEMARK ASSIGNMENT**

This Trademark Assignment (this "Assignment") is entered into by and between Elephant Group, Inc., a Delaware corporation ("Assignor") for the benefit of Saveology.com LLC, a Florida limited liability company ("Assignee").

WHEREAS, Assignor has adopted and used in its business the following trademarks (the "Marks"), which are registered in the United States Patent and Trademark Office;

MARK	REGISTRATION #	DATE
Saveology.com	3678820	09/08/2009
Saveology	3724340	12/15/2009

and

WHEREAS, Assignee desires to acquire all of the right, title and interest of Assignor in, to and under the Marks, together with the goodwill of the business symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby transfer and assign unto Assignee all right, title and interest in and to the Marks and the registrations thereof, together with the goodwill of the business symbolized by the Marks and with the right to recover and have damages and profits for past infringement, if any, as well as any and all other rights and interests arising out of, in connection with or in relation to the Marks.

This Assignment shall be construed and interpreted in accordance with, and all actions arising hereunder, shall be governed by, the laws of the State of Florida, excluding any conflict of law or choice of law provisions that may refer construction or interpretation of this Assignment to the law of another jurisdiction. This Assignment shall be binding upon the successors and assigns of the Assignor and shall inure to the benefit of the successors and assigns of Assignee. No amendment or modification of this Assignment shall be made except by a writing signed by all parties to be bound thereby or the permitted successors or assigns of such parties.

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IN WITNESS WHEREOF, this Assignment has been duly executed as of the date first above written.

ASSIGNOR: Elephant Group, Inc.

By: [Signature]  
Name: BENZION ABOUD  
Title: CEO / PRESIDENT  
Date: 7/14/10

**ACKNOWLEDGEMENT**

Saveology.com, LLC hereby acknowledges receipt of this assignment, for good and valuable consideration, of the Marks.

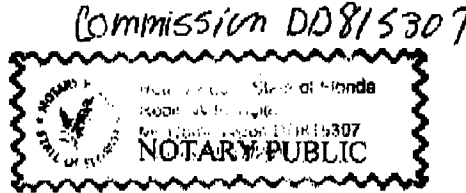
ASSIGNEE: Saveology.com, LLC

By: [Signature]  
Name: BENZION ABOUD  
Title: CEO / PRESIDENT  
Date: 7/14/10

STATE OF Florida )  
COUNTY OF Broward ) ss:

On this 14<sup>th</sup> day of July, 2010, there appeared before me Benzion About personally known to me or who proved to me his/her identification, who stated that he/she is Chief Executive Officer of Elephant Group, Inc.; who acknowledged that he signed the foregoing instrument as his/her voluntary act and deed on behalf and with full authority of Elephant Group, Inc.

My Commission Expires: 08/17/12  
Rene Fungas



STATE OF Florida )  
COUNTY OF Broward ) ss:

On this 14<sup>th</sup> day of July, 2010, there appeared before me Benzion About, personally known to me or who proved to me his/her identification, who stated that he/she is Chief Executive officer of Saveology.com, LLC; who acknowledged that he/she signed the foregoing instrument as his/her voluntary act and deed on behalf and with full authority of Saveology.com, LLC.

My Commission Expires: 8/17/12  
Rene Fungas

DD815307  
Commission  
NOTARY PUBLIC

