

**TRADEMARK ASSIGNMENT**

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 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
U.S. Destination Marketing, Inc.		09/27/2010	CORPORATION: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Universal Standards for Digital Marketing, LLC		
<b>Street Address:</b>	606 North Carancahua Street		
<b>Internal Address:</b>	Suite 1400		
<b>City:</b>	Corpus Christi		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78401		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2629853	USD.M.NET	
<b>Registration Number:</b>	3113506	EMOTIONALITY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(612)492-7077		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	612-492-7306		
<b>Email:</b>	jpickerill@fredlaw.com		
<b>Correspondent Name:</b>	John Pickerill		
<b>Address Line 1:</b>	200 South Sixth Street		
<b>Address Line 2:</b>	Suite 4000		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>ATTORNEY DOCKET NUMBER:</b>	61962.1000		
<b>NAME OF SUBMITTER:</b>	John Pickerill		

OP \$65.00 2629853

Signature:	/John Pickerill/
Date:	09/30/2010
Total Attachments: 2 source=USDM.NET and EMOTIONALITY Trademark Assignment#page1.tif source=USDM.NET and EMOTIONALITY Trademark Assignment#page2.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, U.S. Destination Marketing, Inc., a Texas corporation, having offices at 606 North Carancahua Street, Suite 1400, Corpus Christi, TX 78401 (hereinafter "Assignor"), is the owner of certain trademarks and the corresponding registrations listed on Exhibit A hereto (hereinafter "the Marks"); and

WHEREAS, Universal Standards for Digital Marketing, LLC, a Delaware limited liability company, having offices at 606 North Carancahua Street, Suite 1400, Corpus Christi, TX 78401 (hereinafter "Assignee"), is desirous of acquiring the Marks thereof and the goodwill of the business associated therewith and symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks together with the goodwill of the business associated therewith. Assignee is a successor to the business of Assignor to which the Marks pertain, which business is ongoing and existing. Assignor agrees to execute any additional documents presented to Assignor by Assignee which are or may be reasonably necessary to evidence or perfect the assignment, including those reasonably necessary to effectuate the recordation of the assignment.

This assignment includes all rights in the nature of trademark, service mark and trade name rights, as well as the right to sue for past infringement by any third party throughout the world.

Effective as of: September 27, 2010

**U.S. Destination Marketing, Inc.**



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Leah Woolford, its Chief Executive Officer

**EXHIBIT A**

Mark: **USDM.NET**  
Reg.#: 2,629,853  
Territory: United States

Mark: **EMOTIONALITY**  
Reg.#: 3,113,506  
Territory: United States

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