

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
Valassis Communications, Inc.		09/22/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Promotion Execution Partners, LLC		
Doing Business As:	DBA PEP, LLC		
Street Address:	151 West 4th Street, Suite 700		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78910937	PEPCONNECT	
CORRESPONDENCE DATA			
Fax Number:	(248)358-3351		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	248-358-4400		
Email:	mjones@brookskushman.com		
Correspondent Name:	Elizabeth F. Janda		
Address Line 1:	1000 Town Center, 22nd Floor		
Address Line 4:	Southfield, MICHIGAN 48075-1238		
ATTORNEY DOCKET NUMBER:	VCI 0388 TUS		
NAME OF SUBMITTER:	Elizabeth F Janda		
Signature:	/elizabeth f janda/		
Date:	09/30/2010		

CH \$40.00 78910937

Total Attachments: 1
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TRADEMARK
REEL: 004287 FRAME: 0627

**CONFIRMATION OF ASSIGNMENT
OF TRADEMARK**

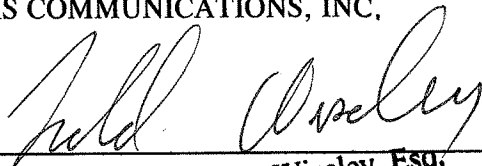
VALASSIS COMMUNICATIONS, INC., a Delaware corporation, with its principal place of business at 19975 Victor Parkway, Livonia, Michigan 48152 ("Assignor"), adopted and used in its business the following servicemark, and is the owner of record of this servicemark and application therefor:

<u>Ser. No.</u>	<u>Mark</u>	<u>Filed</u>
78/910,937	PEPCONNECT	June 19, 2006

PROMOTION EXECUTION PARTNERS, LLC, d/b/a PEP, LLC a Delaware limited liability company, with its principal place of business at 151 West 4th Street, Suite 700, Cincinnati, Ohio 45202 ("Assignee"), has acquired the business, servicemark, and goodwill to which said servicemark and application pertains, and desires to register the transfer of the servicemark application, and goodwill of the business associated therewith in the records of the United States Patent and Trademark Office,

VALASSIS COMMUNICATIONS, INC., confirms that on 9/22/10, it assigned and transferred to PROMOTION EXECUTION PARTNERS, LLC, d/b/a PEP, LLC the entire right, title and interest in and to the servicemark and application as set forth above, and the goodwill of the business in connection with which the mark was and is used, together with any claims for damages for past infringement.

VALASSIS COMMUNICATIONS, INC.

By: 
Name: Todd L. Wiseley, Esq.
Secretary
Title: _____

Dated: 9/22/10