

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
LA Associates, Inc.		03/13/2009	CORPORATION: VIRGINIA
RECEIVING PARTY DATA			
Name:	Creative Mailing & Marketing, LLC		
Street Address:	879 W. 190th Street, Suite 400		
City:	Gardena		
State/Country:	CALIFORNIA		
Postal Code:	90249-4223		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2388080	FRONTLINE DATA GROUP	
CORRESPONDENCE DATA			
Fax Number:	(501)377-0343		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	501-377-0343		
Email:	rallmendinger@roselawfirm.com		
Correspondent Name:	Robyn P. Allmendinger		
Address Line 1:	120 E. Fourth Street		
Address Line 4:	Little Rock, ARKANSAS 72201		
ATTORNEY DOCKET NUMBER:	SF HOLDING/DMG		
NAME OF SUBMITTER:	Robyn P. Allmendinger		
Signature:	/Robyn P. Allmendinger/		
Date:	10/07/2010		

OP \$40.00 2388080

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

In connection with a transfer of other assets, effective March 13, 2009, LA Associates, Inc., a Virginia corporation ("Assignor"), sold, assigned, transferred, and conveyed to CREATIVE MAILING AND MARKETING, LLC, a Delaware limited liability company, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, all of Assignor's right, title, and interest in and to the intellectual property described below, free and clear of all claims and encumbrances:

U.S. Trademark "FRONTLINE DATA GROUP", Serial No. 75-259300, Registration No. 75/259300.

IN WITNESS WHEREOF, Assignor hereby memorializes that assignment and has caused this Assignment to be executed by its duly authorized officer this 1st day of October, 2010, but for all purposes effective as of March 13, 2009.

LA ASSOCIATES, INC.

By: Wg. Lj
Name: WAYNE LIZAMA
Title: CFO/COO