

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
Razor Business Strategy Consultants, LLC		12/21/2010	LIMITED LIABILITY COMPANY: TEXAS
RECEIVING PARTY DATA			
Name:	Razor Business Consultants, LLC		
Street Address:	15851 Dallas Parkway, Suite 725		
City:	Addison		
State/Country:	TEXAS		
Postal Code:	75001		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3451587	PRECISION MARKETING ONLINE	
Registration Number:	3337527	CUSTOM BUILT MARKETING SOLUTIONS	
Registration Number:	3281039	CUSTOM BUILT RETAIL MARKETING	
Registration Number:	1365893	OPTIMAIL	
CORRESPONDENCE DATA			
Fax Number:	(312)577-4741		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-902-5665		
Email:	becky.williams@kattenlaw.com		
Correspondent Name:	Becky A. Williams		
Address Line 1:	525 W. Monroe Street, Suite 1900		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	335643-5		
NAME OF SUBMITTER:	Becky A. Williams		

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REEL: 004448 FRAME: 0051

Signature:	/baw/
Date:	01/06/2011
Total Attachments: 1 source=PlanetMercury-Razor Assignment#page1.tif	

TRADEMARK REGISTRATION ASSIGNMENT

This Trademark Registration Assignment is made as of this 21st day of December, 2010, by Razor Business Strategy Consultants, LLC, a Texas limited liability company ("**Assignor**"), to Razor Business Consultants, LLC, a Delaware limited liability company ("**Assignee**").

WHEREAS, Assignor desires to transfer and assign to Assignee the following trademarks, for which it has obtained federal registrations in the United States Patent and Trademark Office (hereinafter the "**Marks**"), along with the goodwill of the business developed through the use of and symbolized by the Marks:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
PRECISION MARKETING ONLINE	3,451,587	17-Jun-2008
CUSTOM BUILT MARKETING SOLUTIONS	3,337,527	13-Nov-2007
CUSTOM BUILT RETAIL MARKETING	3,281,039	14-Aug-2007
OPTIMAIL	1,365,893	15-Oct-1985

WHEREAS, Assignee desires to acquire the entire rights, title and interest in and to the Marks, the federal registrations therefor, and the goodwill of the business connected with the use of and symbolized by the Marks; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee Assignor's entire rights, title, and interest in, to and under the Marks and the registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Marks. All rights and privileges associated with the Marks, including the right to sue for and receive all damages from any past or future infringements or other violations of the Marks, will be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, Assignor has executed this Trademark Registration Assignment on the date first written above.

RAZOR BUSINESS STRATEGY CONSULTANTS,
LLC

By: 

Name: David F. Johnson

Title: President, Razor Business LLC
IT/IT Solutions

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