

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
Media Recovery, Inc.		02/18/2011	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	ShockWatch, Inc.		
Street Address:	1111 W. Mockingbird Lane		
Internal Address:	Suite 1050		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75247		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3301541	WARM MARK	
Registration Number:	3301540	COLDMARK	
CORRESPONDENCE DATA			
Fax Number:	(817)751-7141		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	817-751-7140		
Email:	docketing@baudinolaw.com		
Correspondent Name:	The Law Office of James Baudino, PLLC		
Address Line 1:	600 Six Flags Drive, Suite 400		
Address Line 4:	Arlington, TEXAS 76011		
ATTORNEY DOCKET NUMBER:	1007.00004/1007.00005		
NAME OF SUBMITTER:	James L. Baudino		
Signature:	/James L. Baudino/		

OP \$65.00 3301541

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TRADEMARK
REEL: 004482 FRAME: 0836

Date:

02/18/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Media Recovery, Inc., a Nevada corporation, whose principal place of business is 1111 W. Mockingbird Lane, Suite 1050, Dallas, TX 75247 (hereinafter referred to as "Assignor"), adopted, used, is using and is the owner of the following trademarks (hereinafter the "Marks") which are now registered in the United States Patent and Trademark Office:

<u>TRADEMARK</u>	<u>Registration No.</u>	<u>Registration Date</u>
WARM MARK	3301541	October 2, 2007
COLD MARK	3301540	October 2, 2007

WHEREAS, ShockWatch, Inc., a wholly owned subsidiary of Assignor (hereinafter referred to as "Assignee"), is desirous of acquiring Assignor's right, title and interest in and to said Marks and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title and interest in and to the aforementioned Marks, together with the goodwill of the business symbolized by such Marks, and in the above-identified registrations therefor.

Assignor also assigns to Assignee all claims for damages by reason of past infringement of the Marks, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

Signed on this 18th day of FEBRUARY, 2011.

ASSIGNOR:

Media Recovery, Inc.

By: David E. Chisum

David Chisum

Its: Chief Financial Officer and Vice President

STATE OF Texas

COUNTY OF Tarrant

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On this 18 day of Feb., 2011, personally appeared before me
David Crisum, to me known and known to me to be the
CEO of Media Recovery, Inc., the Assignor above
named, and acknowledged that he/she executed the foregoing assignment on behalf of said
Assignor and pursuant to authority duly received.

A. Augustadt

Notary Public in and for the

State of Texas

Printed Notary Name

Allison Augustadt

My Commission Expires:

6/9/2013

