

Form PTO-1594 (Rev. 01-09)  
OMB Collection 0651-0027 (exp.

01/06/2011

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

1-6-11



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Assignment Recordation Division  
Received  
JAN 8 2011  
Patent Records Division

To the Director of the U. S. Pa

Attached documents or has new address (yes/no) below.

1. Name of conveying party(ies):  
DALANI MEDIA, LLC  
1163 PEBBLE SPRING DRIVE  
BERWYN PA 19312

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation- State: \_\_\_\_\_  
 Other \_\_\_\_\_

Citizenship (see guidelines) USA

Additional names of conveying parties attached?  Yes  No

2. Name and address of receiving party(ies):  
Additional names, addresses, or citizenship attached?  Yes  No

Name: BNP MEDIA, LLC  
Internal Address: SUITE 700  
Street Address: 2401 W. BIG BEAVER RD  
City: TROY  
State: MI  
Country: USA Zip: 48084

Association Citizenship \_\_\_\_\_  
 General Partnership Citizenship \_\_\_\_\_  
 Limited Partnership Citizenship USA  
 Corporation Citizenship \_\_\_\_\_  
 Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

3. Nature of conveyance / Execution Date(s) :  
Execution Date(s) 12/31/10

Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

4. Application number(s) or registration number(s) and Identification or description of the Trademark.

A. Trademark Application No.(s)  
77700540

B. Trademark Registration No.(s)  
77700540

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):  
SECURITY 500

5. Name & address of party to whom correspondence concerning document should be mailed:  
Name: MARK MCCOURT  
Internal Address: \_\_\_\_\_  
Street Address: PO BOX 457  
City: NEWTOWN SQUARE  
State: PA Zip: 19073  
Phone Number: 610-662-5477  
Fax Number: 248-244-2042  
Email Address: mccourtma@bnpmedia.com

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

Authorized to be charged to deposit account  
 Enclosed

8. Payment Information:

01/06/2011 ASSIGNMENTS 00000000 77700540  
BL FC:8521 40.00 DP

Deposit Account Number \_\_\_\_\_  
Authorized User Name \_\_\_\_\_

9. Signature: Mark McCourt      12/31/10  
Signature      Date  
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: \_\_\_\_\_

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK

December 31, 2010

To: The US Patent and Trademark Office

Please be advised,

Dalani Media, LLC located at 1163 Pebble Spring Drive, Berwyn, Pennsylvania 19312 is transferring the Security 500 trademark with Serial number 77700540 and its entire rights and goodwill benefits to BNP Media located at 2401 Big Beaver Road, Troy, Michigan 48084.

Sincerely,



Mark McCourt

President

Dalani Media, LLC