

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
Lone Star Periodicals Ltd.		05/31/2011	Limited Company: TEXAS
RECEIVING PARTY DATA			
Name:	Mercury Retail Services, LLC		
Street Address:	5130 Commerce Parkway		
Internal Address:	Building 19		
City:	San Antonio		
State/Country:	TEXAS		
Postal Code:	78218		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85263492	READ TO LEAD	
CORRESPONDENCE DATA			
Fax Number:	(210)886-9883		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	210-886-9500		
Email:	emarvin@gunn-lee.com		
Correspondent Name:	Edward B. Marvin		
Address Line 1:	300 Convent Street		
Address Line 2:	Suite 1080		
Address Line 4:	San Antonio, TEXAS 78205		
ATTORNEY DOCKET NUMBER:	T-9956 ASSIGN READ TO LEA		
NAME OF SUBMITTER:	Edward B. Marvin		
Signature:	/edward b marvin/		
Date:	06/01/2011		
Total Attachments: 1 source=Read to lead assignment#page1.tif			

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