

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
Mass Connections, Inc.		05/27/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Carl Zealer		
Street Address:	120 North Trine Street		
City:	Canal Winchester		
State/Country:	OHIO		
Postal Code:	43110		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3406429	LIVE INSTOREMERCIALS	
CORRESPONDENCE DATA			
Fax Number:	(614)462-2634		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(614) 462-5400		
Email:	trademarks@keglerbrown.com		
Correspondent Name:	Robert G. Schuler		
Address Line 1:	65 East State Street		
Address Line 2:	Suite 1800		
Address Line 4:	Columbus, OHIO 43215		
ATTORNEY DOCKET NUMBER:	104542.1TMASGNMNT		
NAME OF SUBMITTER:	Robert G. Schuler		
Signature:	/RGS/		
Date:	06/20/2011		

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Total Attachments: 4

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ASSIGNMENT OF TRADEMARK

This Assignment of Trademark is from Mass Connections, Inc., a California corporation having its principal place of business at 13131 East 166th Street Cerritos, California 90703, ("Assignor"), to Carl Zealer, an Ohio resident with a business address at 120 North Trine Street, Canal Winchester OH 43110-11148 ("Assignee").

Assignor owns and uses the following trademark which is registered in the U.S. Patent and Trademark Office (the "Mark"):

Registration Number: 3,406,429
Serial Number: 78/171,843
Trademark: LIVE INSTOREMERCIALS used in connection with "Consumer product marketing services, namely, product merchandising, business marketing consulting services, and direct marketing advertising for others; design and management of retail marketing programs, namely, preparation and management of custom in store product promotions and of custom promotional products for others, and advertising agency services."

For good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, and in consideration of the covenants and agreements contained in the Trademark Assignment Agreement, Assignor does hereby sell, assign, transfer, convey and deliver to Assignee all of the Assignor's right, title and interest in and to the Mark, together with the goodwill associated with the Mark.

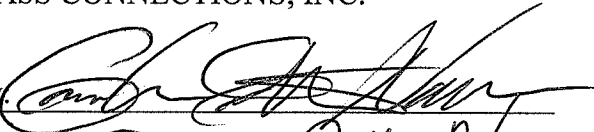
IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment of Trademark to be executed as of the dates written below.

ASSIGNOR:

ASSIGNEE:

MASS CONNECTIONS, INC.

CARL ZEALER

By: 
Name: Caroline Cotten Narven
Title: CEO/President

Carl Zealer

STATE OF CALIFORNIA :
: SS
COUNTY OF Orange :

The foregoing instrument was acknowledged before me this 27 day of May, 2011 by Carolnie Cotton Nappa acting in his/her capacity as CEO/President of Mass Connections, Inc., on behalf of the corporation.

[SEAL]



Barbara Brunk
Notary Public

STATE OF OHIO :
: SS
COUNTY OF FRANKLIN :

The foregoing instrument was acknowledged before me this ____ day of May, 2011 by Carl Zealer, acting in his personal capacity.

[SEAL]

Notary Public

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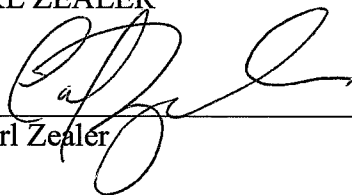
ASSIGNOR:

ASSIGNEE:

MASS CONNECTIONS, INC.

CARL ZEALER

By: _____



 Carl Zealer

Name: _____

Title: _____

STATE OF CALIFORNIA :
 : SS
 COUNTY OF _____ :

The foregoing instrument was acknowledged before me this ____ day of May, 2011 by _____ acting in his/her capacity as _____ of Mass Connections, Inc., on behalf of the corporation.

[SEAL]

Notary Public

STATE OF OHIO :
: SS
COUNTY OF FRANKLIN :

The foregoing instrument was acknowledged before me this 25th day of May, 2011 by Carl Zealer, acting in his personal capacity.

[SEAL]



ANDREA WESSINGER
Notary Public, State of Ohio
My Commission Expires Aug. 6, 2012

Andrea Wessinger
Notary Public