

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.		07/30/2011	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	ShockWatch, Inc.		
Street Address:	5501 LBJ Freeway		
Internal Address:	Suite 350		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75240		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1796896	HEAT WATCH	
Registration Number:	2124195	DATARANGER	
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:	Law Office of James Baudino		
Address Line 1:	600 Six Flags Drive		
Address Line 2:	Suite 400		
Address Line 4:	Arlington, TEXAS 76011		
ATTORNEY DOCKET NUMBER:	1007.00010/00016		
NAME OF SUBMITTER:	James L Baudino		
Signature:	/James L Baudino/		

TRADEMARK

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REEL: 004595 FRAME: 0018

OP \$65.00 1796896

Date:	08/01/2011
Total Attachments: 2 source=AssignSW#page1.tif source=AssignSW#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Media Recovery, Inc., a Nevada corporation, whose principal place of business is 5501 LBJ Freeway, Suite 350, Dallas, TX 75240 (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>
HEAT WATCH	1796896	October 5, 1993
DATARANGER	2124195	December 23, 1997

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 30th day of July, 2011.

ASSIGNOR:

Media Recovery, Inc.

By: David G. Chisum

David Chisum

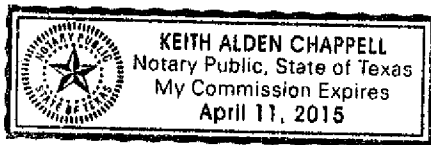
Its: Chief Financial Officer and Vice President

STATE OF TEXAS

COUNTY OF DALLAS

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On this 30th day of July, 2011, personally appeared before me David Chisum, to me known and known to me to be the Chief Financial Officer and Vice President of Media Recovery, Inc., the Assignor above named, and acknowledged that he executed the foregoing assignment on behalf of said Assignor and pursuant to authority duly received.



Keith Chappell

Notary Public in and for the
State of Texas

Printed Notary Name

Keith Chappell

My Commission Expires:

4/11/2015