

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
Tricerion Group, LLC		08/30/2011	LIMITED LIABILITY COMPANY: GEORGIA
RECEIVING PARTY DATA			
Name:	Custom Benefit Programs, Inc.		
Street Address:	897 12th Street		
City:	Hammonton		
State/Country:	NEW JERSEY		
Postal Code:	08037		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3993951	TRICERION	
Registration Number:	3997464		
CORRESPONDENCE DATA			
Fax Number:	(202)955-5564		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	kimberly.hoover@hkclaw.com		
Correspondent Name:	Kimberly Hoover		
Address Line 1:	2099 Pennsylvania Avenue NW		
Address Line 2:	Suite 100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
ATTORNEY DOCKET NUMBER:	83471-61		
NAME OF SUBMITTER:	Steven W. Helsing		
Signature:	/Steven W. Helsing/		

OP \$65.00 3993951

Date:

09/01/2011

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is by and between, Tricerion Group, LLC, a Limited Liability Company of the State of Georgia, which has a business address of 200 Abbey Court, Alpharetta, GEORGIA 30004 (hereinafter "Assignor") and Custom Benefit Programs, Inc., a corporation of the State of New Jersey, with a business address of 897 12th Street, Hammonton, NEW JERSEY 08037 (hereinafter "Assignee").

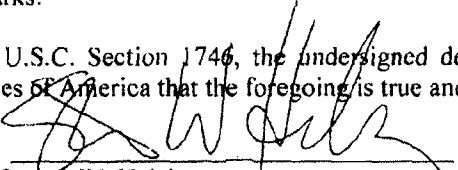
WHEREAS, Assignor is record owner of all right, title and interest in and to the trademark(s) TRICERION (word mark) and Tricerion Logo (Seven Circles), as depicted in the attached trademark registrations for the services claimed in those registrations (hereinafter the "Marks"), along with U.S. Trademark Registration Nos. 3993951 and 3997464 therefor (hereinafter the "Registrations")(copies attached); and

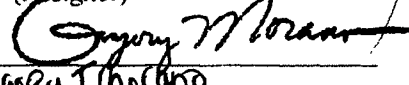
WHEREAS, Assignor intended to convey to Assignee the Marks and Registrations along with the good will of the business of Assignor symbolized thereby and associated therewith as part of an asset purchase agreement between the parties dated July 13, 2011; and

WHEREAS, Assignor wishes to perfect and affirm its assignment of the Marks and Registrations to Assignee.

NOW THEREFORE, for the sum and value of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, effective *nunc pro tunc* as of July 13, 2011, Assignor hereby assigns, transfers and sets over to Assignee, without reservation, all right, title and interest in and to the Marks and Registrations, along with the good will of the business of Assignor symbolized thereby and associated therewith, including the right to bring actions and to recover for any past infringements of the Marks.

In accordance with the provisions of 28 U.S.C. Section 1746, the undersigned declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Signature: 
Name: Steven W. Helsing
Title: Managing Director, Tricerion Group, LLC
Date: August 30, 2011
(Assignor)

Signature: 
Name: Gregory J. Holbro
Title: President / CEO
Date: August 30, 2011
(Assignee)

United States of America

United States Patent and Trademark Office

TRICERION

Reg. No. 3,993,951

Registered July 12, 2011

Int. Cl.: 36

SERVICE MARK

PRINCIPAL REGISTER

TRICERION GROUP, LLC (GEORGIA LIMITED LIABILITY COMPANY)
200 ABBEY COURT
ALPHARETTA, GA 30004

FOR: PROCESSING, ADMINISTERING AND MANAGING EMPLOYEE BENEFIT PLANS
CONCERNING INSURANCE AND FINANCE, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-30-2007; IN COMMERCE 9-30-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-202,417, FILED 12-21-2010.

CHERYL CLAYTON, EXAMINING ATTORNEY

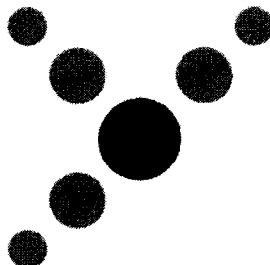


David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 3,997,464

Registered July 19, 2011

Int. Cl.: 36

SERVICE MARK

PRINCIPAL REGISTER

TRICERION GROUP, LLC (GEORGIA LIMITED LIABILITY COMPANY)
200 ABBEY COURT
ALPHARETTA, GA 30004

FOR: PROCESSING, ADMINISTERING AND MANAGING EMPLOYEE BENEFIT PLANS
CONCERNING INSURANCE AND FINANCE, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-30-2007; IN COMMERCE 9-30-2007.

THE MARK CONSISTS OF A SERIES OF FIVE CIRCLES OF VARYING SIZE LINEARLY
ARRANGED IN A DIAGONAL ORIENTATION, WITH TWO CIRCLES LINEARLY AR-
RANGED IN A PERPENDICULAR FASHION TO THE SERIES OF FIVE CIRCLES.

SER. NO. 85-202,423, FILED 12-21-2010.

CHERYL CLAYTON, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office