

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Media Imaging Company, Inc.		05/15/2012	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	UP Creative, Inc.		
<b>Street Address:</b>	6285 East Spring Street #107		
<b>City:</b>	Long Beach		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90808		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3654241	UP	
<b>Registration Number:</b>	3407437	REAL ESTATE IMAGING	
<b>Registration Number:</b>	3654240	UPCROWD	
<b>Registration Number:</b>	3893276	AGENT CONTROL EMPOWERING AGENTS ONLINE AGENT	
<b>Registration Number:</b>	3714715	LIVING SEEKER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5624250170		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
<b>Phone:</b>	8182074344		
<b>Email:</b>	markk@iprocontrol.com		
<b>Correspondent Name:</b>	Mark Kauffman		
<b>Address Line 1:</b>	6285 East Spring Street #107		
<b>Address Line 4:</b>	Long Beach, CALIFORNIA 90808		
<b>NAME OF SUBMITTER:</b>	Mark Kauffman		

**OP \$140.00 3654241**

**900223471**

**TRADEMARK  
 REEL: 004782 FRAME: 0955**

Signature:	/mark kauffman/
Date:	05/17/2012
Total Attachments: 1 source=trademark#page1.tif	

May 16, 2012

RE: TRANSFER OF TRADEMARKS

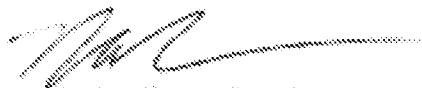
The Media Imaging Company, Inc. EIN #04-3777888 is giving ownership of the following trademarks to UP Creative, Inc. EIN #45-5277775 effective May 15, 2012:

3714715 - Living Seeker  
3654240 - UpCrowd  
3854241 - UP  
3893276 - Agent Control  
3407437 - Real Estate Imaging

The above mentioned trademarks were applied for and owned by Media Imaging Company, Inc. whose primary stock holder is Mark Kauffman, president. UP Creative, Inc. is 100% stock owned by same, Mark Kauffman. The trademarks will be used and applied in the exact same manner and usages as Media Imaging Company as the products and services associated with the trademarks were also transferred to UP Creative, effective May 15, 2012.

Media Imaging Company, Inc. releases all rights and ownership of the above- mentioned trademarks to UP Creative, Inc, effective May 15, 2012.

By signing below, I am acknowledging that I am authorized to endorse, approve, and sign this agreement to transfer the ownership of the above mentioned trademarks on behalf of the company.



Mark Kauffman, President

5-16-12  
Date

Media Imaging Company, Inc.

By signing below, I am acknowledging that I am authorized to endorse, approve and sign this agreement accepting transfer the trademarks referenced above:



Mark Kauffman, President

5-16-12  
Date

UP Creative, Inc.