

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
DM Acquisition, Inc.		12/23/2013	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Dialogue Marketing, Inc.		
Street Address:	3252 University Drive		
Internal Address:	Suite 165		
City:	Auburn Hills		
State/Country:	MICHIGAN		
Postal Code:	48326		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3733929	YDONATE	
CORRESPONDENCE DATA			
Fax Number:	3139610388		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3139610200		
Email:	mas@krwlaw.com		
Correspondent Name:	Michael A Sneyd		
Address Line 1:	500 Woodward		
Address Line 2:	Suite 2500		
Address Line 4:	Detroit, MICHIGAN 48226		
ATTORNEY DOCKET NUMBER:	31716-0006		
NAME OF SUBMITTER:	Michael A. Sneyd		
Signature:	/M.A. Sneyd/		

OP \$40.00 3733929

Date:

12/23/2013

Total Attachments: 2

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U.S. TRADEMARK ASSIGNMENT

Effective this 23rd day of December, 2013, DM Acquisition, Inc., a corporation organized under the laws of Michigan, with an address at 3252 University Drive, Suite 165, Auburn Hills, Michigan 48326 ("Assignor"), assigns to Dialogue Marketing, Inc., a corporation organized under the laws of Michigan, with an address at 3252 University Drive, Suite 165, Auburn Hills, Michigan 48326 ("Assignee"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, all of its right, title, and interest in and to the trademark(s) and corresponding trademark registrations in Schedule A (collectively, the "Trademark Rights"); and any and all rights and privileges provided under the trademark and other laws of the U.S. and the individual states thereof; any and all GOODWILL of the business in which the mark may have been used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof.

Assignor DOES HEREBY irrevocably assign, grant, convey, sell and transfer to Assignee, its entire right, title, and interest in and to the Trademark Rights.

Assignor shall, without further consideration, execute any additional documents as may be reasonably requested by Assignee to prove and record this Assignment. This Assignment and all terms hereof shall be binding upon and inure to the benefit of the parties and their respective representatives, successors and assigns.

EXECUTED as of this 23rd day of December, 2013

ASSIGNOR/ DM ACQUISITION, INC.

By: Wynon Bolton

Name: Wynon Bolton

Title: Secretary

Schedule A

Mark	App. No.	File Date	Reg. No.	Reg. Date
YDONATE	77749088	6/1/2009	3733929	1/5/2010