

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM316061

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Triax Media Group, LLC		07/25/2014	LIMITED LIABILITY COMPANY: KENTUCKY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PSKW, LLC		
<b>Street Address:</b>	1 Crossroads Drive		
<b>Internal Address:</b>	Third Floor		
<b>City:</b>	Bedminster		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07921		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3264753	TIME-RELEASE MESSAGING	
<b>Registration Number:</b>	3858780	ONE2ONE PERSONALIZED ECD	
<b>Serial Number:</b>	77722650	TIME-RELEASE MESSAGING	
<b>Serial Number:</b>	77640611	LOYALTYTEXT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7168490349		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	7168564000		
<b>Email:</b>	gsnyder@hodgsonruss.com		
<b>Correspondent Name:</b>	Hodgson Russ LLP		
<b>Address Line 1:</b>	140 Pearl Street, Suite 100		
<b>Address Line 2:</b>	The Guaranty Building		
<b>Address Line 4:</b>	Buffalo, NEW YORK 14202-4040		
<b>ATTORNEY DOCKET NUMBER:</b>	055609.00008		
<b>NAME OF SUBMITTER:</b>	George L. Snyder, Jr.		
<b>SIGNATURE:</b>	/george l snyder jr/		
<b>DATE SIGNED:</b>	09/04/2014		

CH \$115.00 3264753

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

WHEREAS, **Triax Media Group, LLC**, a Kentucky limited liability company (hereinafter the "**Assignor**"), has used, is using, and is the sole and exclusive owner of the trademarks and/or service marks listed in Exhibit A attached hereto and made a part hereof (herein collectively the "**Marks**") and of U.S. applications and registrations of the Marks including those listed in Exhibit A, and of all goodwill symbolized by the Marks (all of the above collectively referred to as "**Trademark Property**"), on or in connection with the associated goods produced and services heretofore offered by Assignor; and

WHEREAS, **PSKW, LLC**, a Delaware limited liability company (hereinafter the "**Assignee**"), is desirous of acquiring all right, title and interest in and to said Trademark Property, and the merchandizing rights associated with the goods and services covered thereby.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

BE IT KNOWN, that for and in consideration of ten dollars to the Assignor in hand paid or to be paid by the Assignee, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor, by these presents has sold, assigned, transferred and set over, and does hereby sell, assign, transfer and set over, to the Assignee, all of the Assignor's right, title and interest to the Trademark Property, and to any and all merchandizing rights associated with the Trademark Property for the United States, its territorial possessions and all foreign countries, and in any and all applications for registration, relating thereto which have been or shall be filed in the United States, its territorial possessions and/or any foreign countries, and all rights, together with all registration or common law rights, or rights under any of the international conventions, unions, agreements, acts, treaties, including all future conventions, unions, agreements, acts, and treaties, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, to the end of the term or terms for which trademark or registration rights exist, as fully and entirely to the same extent as the same would have been held and enjoyed by the Assignor if this assignment and sale had not been made; together with the goodwill of the business symbolized by the Marks, and any and all claims for damages or injunctive relief by reason of infringements of such Trademark Property or any other common law right thereof, with the right to sue for past infringement, and collect damages for its own use and behalf and for the use and behalf of its successors, assigns or other legal representatives.

And the Assignor hereby covenants that the Assignor is the sole and exclusive owner of the Trademark Property and has full right to convey the interests herein assigned, and that it has not executed and will not execute, any agreement in conflict herewith.

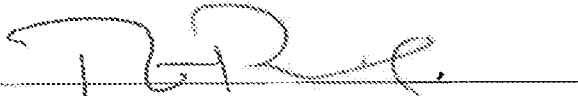
And the Assignor hereby agrees that the covenants and conditions contained in this Trademark Assignment shall apply to and bind the Assignor and its heirs, legal representatives, successors and assigns.

TRADEMARK ASSIGNMENT

The Assignor agrees that upon request by the Assignee, or its successors, assigns or other legal representatives that the Assignor or its successors, assigns or other legal representatives shall do all other legal acts reasonably necessary for the perfecting, securing and completing this assignment at the Assignee's expense and request, as well as provide such other material, information, or assistance as Assignee or its successors, assigns or other legal representatives may consider necessary.

**IN WITNESS WHEREOF**, the Assignor has duly executed this Trademark Assignment as of the date written below.

Triax Media Group, LLC



By PSKW, LLC  
Sole member of Triax Media Group, LLC  
Name: Robert Previdi  
Title Chairman and Chief Executive Officer

July 25, 2014

Date

# TRADEMARK ASSIGNMENT

## EXHIBIT A - U.S. TRADEMARK REGISTRATIONS AND APPLICATIONS

Item No.	Mark	Serial No.	Filing Date	Reg. No.	Reg. Date
1	TIME-RELEASE MESSAGING	78/943756	2006-Aug-03	3264753	2007-Jul-17
2	ONEZONE PERSONALIZED ECD	77/629986	2008-Dec-10	3858780	2010-Oct-12
3	TIME-RELEASE MESSAGING	77/722650	2009-Apr-27	4486227	2014-Feb-18
4	LOYALTYTEXT	77/640611	2008-Dec-29		