09-23-2002

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

(Rev. 03/01) 102230076 OMB No. 0651-0027 (exp. 5/31/2002) Tab settings ⇒ ⇒ ⇒ To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof. 1. Name of conveying party(ies): 2. Name and address of receiving party(ies) -18-22 Applied Digital Retail, Inc. **Datavantage Corporation** Internal Address: Suite L Association Individual(s) Street Address: 6573 Cochran Road General Partnership Limited Partnership City:\_ Solon State: OH Zip: 44139 Corporation-State Ohio Other Individual(s) citizenship\_\_\_\_\_ Association Additional name(s) of conveying party(ies) attached? General Partnership 3. Nature of conveyance: Limited Partnership Assignment Merger Corporation-State Ohio Security Agreement Change of Name If assignee is not domiciled in the United States, a domestic Other\_\_ representative designation is attached: Yes No (Designations must be a separate document from assignment)
Additional name(s) & address( es) attached? Yes No Execution Date: 8/23/02 4. Application number(s) or registration number(s): B. Trademark Registration No.(s) 2,600,581; A. Trademark Application No.(s) Additional number(s) attached Yes 🗸 No 5. Name and address of party to whom correspondence 6. Total number of applications and concerning document should be mailed: registrations involved: ..... Name: Arthi K. Tirey 7. Total fee (37 CFR 3.41).....\$\_90.00 Internal Address: Benesch, Friedlander, Enclosed Coplan & Aronoff LLP Authorized to be charged to deposit account 2300 BP Tower 8. Deposit account number: 200 Public Square Street Address:\_ 02-2051 City: Cleveland State:\_OH DO NOT USE THIS SPACE 9. Signature. Arthi K. Tirey Name of Person Signing Mail documents to be recorded with required cover sheet information to: GTON11

09/20/2002

01 FC:481

02 FC:482

Form **PTO-1594** 

00000172 2600581

40.00 OF

50.00

Commissioner of Patent & Trademarks, Box Assignments

Washington, D.C. 20231

TRADEMARK REEL: 002586 FRAME: 0201

Assigning Party: Applied Digital Retail,

Inc. f/k/a STR, Inc.

Receiving Party: Datavantage Corporation

## **ASSIGNMENT OF TRADEMARKS**

THIS ASSIGNMENT OF TRADEMARKS is entered into on the date set forth below by and between:

**Applied Digital Retail, Inc.**, an Ohio corporation formerly known as STR, Inc. ("Assignor"), with a place of business at 400 Royal Palm Way, Suite 410, Palm Beach, Florida 33480, U.S.A., and

**Datavantage Corporation**, an Ohio corporation ("Assignee"), with a place of business at 6573 Cochran Road, Suite L, Solon, Ohio, U.S.A.

WHEREAS, Assignor and Assignee have previously entered into an Asset Purchase Agreement as of November 15, 2001, pursuant to which Assignor has agreed to convey and assign the Trademarks and the goodwill associated therewith that are listed on the attached Schedule A (the "Trademarks") to Assignee;

NOW, THEREFORE, in consideration of the payment of ten dollars (\$10.00) by Assignee to Assignor and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties, intending to be legally bound, hereto agree as follows:

Assignor does hereby assign and transfer unto Assignee Assignor's entire and undivided right, title and interest in and to the Trademarks, together with all the associated goodwill of the business symbolized by the Trademarks, and the registrations and/or applications for trademarks thereof, as well as all rights to injunctive relief, damages or profits, due or accrued, arising out of all future causes of action, including infringement of the Trademarks, or other violations, or injury to the said goodwill, and the right to sue for and recover the same in Assignee's own name and the names of Assignee's successors, assigns or other legal representatives.

IN WITNESS WHEREOF, this	Assignm	ent has	been	executed	this	13	day (	of
August, 2002.								_
<del></del>		APPLI	ED DI	GITAL RI	ETAIL	L, INC.,		1
		FORM	MERL	Y KNOWI	N AS	SIR, IN	e: <u>]</u>	11
		$\mathbf{p}$	2	, <del>2</del> 772		//	5	
		By:	- KI	201W	<del></del>	A	ev	70
		Name: Title:	1	ROME	<i>C</i>	ME	71 GW	MERE
STATE OF Florida	`	i ilie:	PR	ESIGEN	07			
STATE OF Florida	)							
COUNTY OF Palm beach	) ss: )							

On this <u>33</u> day of <u>August</u>, 2002, before me appeared the person mentioned in and who signed this assignment, who acknowledged that she/he executed the same as a free act for the use and purposes therein mentioned, with the authority to do so.

**SEAL** 



Notary Public Quano

TRADEMARK
REEL: 002586 FRAME: 0202

Assigning Party: Applied Digital Retail,

Inc. f/k/a STR, Inc.

Receiving Party: Datavantage Corporation

## **SCHEDULE A**

Trademark	U.S. Trademark Registration No.	Registration Date
TRADECENTER	2,600,581	July 30, 2002
TRADEWIND	2,122,450	December 16, 1997
INSTOREPLUS	1,758,105	March 16, 1993

Ver 1

**RECORDED: 09/18/2002** 

TRADEMARK
REEL: 002586 FRAME: 0203