

09-23-2002



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

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Applied Digital Retail, Inc.

9-18-02

- Individual(s) Association General Partnership Limited Partnership Corporation-State Ohio Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 8/23/02

2. Name and address of receiving party(ies)

Name: Datavantage Corporation Internal Address: Suite L

Street Address: 6573 Cochran Road

City: Solon State: OH Zip: 44139

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Ohio Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2,600,581; 2,122,450; 1,758,105

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Arthi K. Tirey

Internal Address: Benesch, Friedlander,

Coplan & Aronoff LLP

2300 BP Tower

Street Address: 200 Public Square

City: Cleveland State: OH Zip: 44114-2378

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41) \$ 90.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

02-2051

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9. Signature.

Arthi K. Tirey Name of Person Signing

Arthi K. Tirey Signature

9/11/02 Date

Total number of pages including cover sheet, attachments, and document: 5

09/20/2002 6TON11 00000172 2600581

01 FC:481 40.00 02 FC:482 50.00

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002586 FRAME: 0201

FINANCE SECTION 9:00 SEP 18 PM 2:40



Assigning Party: Applied Digital Retail,  
Inc. f/k/a STR, Inc.  
Receiving Party: Datavantage Corporation

**SCHEDULE A**

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