

12-02-2002



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Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

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): The Community Connection L.P. 11-26-02
Individual(s) Association
General Partnership Limited Partnership
Corporation-State
Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: MM Direct Marketing, Inc.
Internal Address:
Address:
Street Address: 14721 Corporate Drive
City: Garden Grove State: CA Zip: 92843
Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State Delaware
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

3. Nature of conveyance:
Assignment Merger
Security Agreement Change of Name
Other
Execution Date:

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) Pending Reg.
Serial No. 76/385697
Additional number(s) attached Yes No

B. Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Joe Craciun
Internal Address:
Street Address: 14721 Corporate Drive
City: Garden Grove State: CA Zip: 92843

6. Total number of applications and registrations involved: 1
7. Total fee (37 CFR 3.41).....\$ 40.00
Enclosed
Authorized to be charged to deposit account
8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.
Frank A. Duffy, Member of Gen Ptr
Name of Person Signing
Signature
Date 11/12/2002
Total number of pages including cover sheet, attachments, and document: 2

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

TRADEMARK REEL: 002625 FRAME: 0515

# ASSIGNMENT OF TRADEMARK

WHEREAS, The Community Connection L.P., a Texas limited partnership, is the owner of the trademark "TOWN SHOPPER" and has submitted an application for Registration, Serial Number 76/385697, with the United States Patent and Trademark Office on March 21, 2002;

WHEREAS, MM Direct Marketing, Inc. is a Delaware corporation that has succeeded to the business, assets, and goodwill of The Community Connection L.P. associated with the trademark TOWN SHOPPER (Serial No. 76/385697), pursuant to an Asset Purchase Agreement dated effective November 1, 2002, between The Community Connection L.P. and MM Direct Marketing, Inc.; and

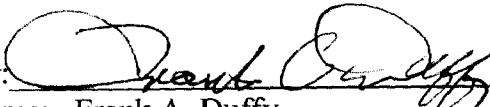
WHEREAS, this Assignment has been executed by Frank A. Duffy, in his capacity as the sole member of Retplan LLC, the general partner of The Community Connection L.P., in contemplation of, and in compliance with, the Asset Sale Purchase Agreement dated effective November 1, 2002;

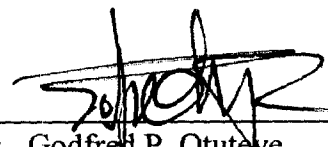
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, THE COMMUNITY CONNECTION L.P. does hereby sell, assign, and transfer, unto MM DIRECT MARKETING, INC. the entire right, title, and interest in and to the trademark TOWN SHOPPER, including the pending Federal Registration under Serial No. 76/385697, together with the goodwill of the business in connection with which the trademarks have been used.

**ASSIGNOR:**  
The Community Connection L.P.

**ASSIGNEE:**  
MM Direct Marketing, Inc.

By: Retplan, LLC, its sole general partner

By:   
Name: Frank A. Duffy  
Title: Sole Member  
Date Executed: November 12, 2002

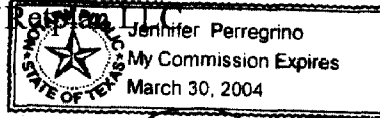
By:   
Name: Godfred P. Otuteye  
Title: President & CEO  
Date Executed: November 12, 2002

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ACKNOWLEDGMENTS

STATE OF TEXAS §  
§  
COUNTY OF HARRIS §

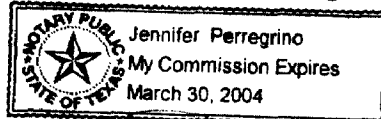
BEFORE ME, the undersigned authority, on this 12th day of November, 2002, personally appeared Frank A. Duffy, in his capacity as Member of Retplan LLC, a Texas Limited Liability Company, as the General Partner of The Community Connection L.P., known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same of his own free will for the purposes and consideration therein expressed, and that he was authorized to execute the foregoing instrument on behalf of Retplan LLC



*Jennifer Perregrino*  
Notary Public in and for The State of Texas

STATE OF TEXAS §  
§  
COUNTY OF HARRIS §

BEFORE ME, the undersigned authority, on this 12th day of November, 2002, personally appeared Godfred P. Otuteye, in his capacity as President and CEO of MM Direct Marketing, Inc., a Delaware Corporation, known to me to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same of his own free will for the purposes and consideration therein expressed, and that he was authorized to execute the foregoing instrument on behalf of MM Direct Marketing, Inc.



*Jennifer Perregrino*  
Notary Public in and for The State of Texas