

12-11-2002



T

Docket No.:

71936-00002

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To the Honorable Commissioner of Patents

102307827

Attached original documents or copy thereof.

1. Name of conveying party(ies):

Emperative Marketing, Inc.

- Individual(s)
- General Partnership
- Corporation-State California
- Other

- Association
- Limited Partnership

Additional names(s) of conveying party(ies)  Yes  No

3. Nature of conveyance:

11, 7-02

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: March 8, 2002

2. Name and address of receiving party(ies):

Name: Insolvency Services Group

Internal Address:

Street Address: 21031 Ventura Blvd - Suite 601

City: Woodland Hills State: CA ZIP: 91364

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

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from  
Additional name(s) & address(es)  Yes  N

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

A. Trademark Application No.(s)

78/050,935  
78/056,285  
78/086,930

Additional numbers

B. Trademark Registration No.(s)

2,219,509  
2,219,558  
2,226,651

Yes  No

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

Name: Miriam Claire Beezy

Internal Address:

Street Address: 1900 Avenue of the Stars

Suite 2100

City: Los Angeles State: CA ZIP: 90067

6. Total number of applications and registrations involved: 6

7. Total fee (37 CFR 3.41):.....\$ \$165.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

50-1833

12/11/2002 LNUELLER 00000075 501833 78050935

DO NOT USE THIS SPACE

01 FC:8521 40.00 CH  
02 FC:8522 125.00 CH

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Miriam Claire Beezy

Name of Person Signing

*Miriam Claire Beezy*

Signature

11/4/02

Date

Total number of pages including cover sheet, attachments, and

6

## ASSIGNMENT OF TRADEMARKS


This ASSIGNMENT is effective as of 8-29, 2002, and is entered into between Emperative Marketing, Inc. (formerly Worldwide Magnifi, Inc.), a California corporation ("ASSIGNOR" or "EMI"); and Insolvency Services Group, Inc., a California corporation ("ASSIGNEE" or "ISG").

In consideration of ASSIGNOR and ASSIGNEE entering into that GENERAL ASSIGNMENT dated March 8, 2002 (the "General Assignment"), and other valuable and lawful consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby:

Sell, assign, and transfer to ASSIGNEE ASSIGNOR's entire U.S. and foreign right, title and interest in and to all names, marks, designs, and logos which have been used or intended to be used by EMI in connection with its business (the "Business"), the portion of the Business associated therewith, and/or the assets assigned pursuant to the General Assignment, including all associated artwork, labels, and package designs, together with the goodwill of the Business associated therewith, and any and all past, present and future claims, demands and causes of action based thereon, and including but not limited to, their registrations and/or applications listed on the attached SCHEDULE I.

ASSIGNOR and ASSIGNEE hereby acknowledge and agree that all rights of ownership in and to the assigned trademarks and goodwill associated therewith shall vest in ASSIGNEE.

INSOLVENCY SERVICES GROUP, INC.

By: 

Title: E.V.P.

EMPERATIVE MARKETING, INC.  
(formerly Worldwide Magnifi, Inc.)

By: 

Title: President

**SCHEDULE I**

**TRADEMARKS**

<u>Trademark</u>	<u>Application/Registration Number</u>	<u>Status</u>
EMMPERATIVE and Design	76/231,701	Abandoned
EMMPERATIVE	78/050,935	Pending
EMMPERATIVE	78/086,930	Pending
MAGNIFI	2,219,509	Registered
MEDIABLOCKS	2,219,558	Registered
MEDIACRAWLER	2,226,651	Registered
MEDIASEARCH	75/256,522	Abandoned
MTOPIA	75/234,525	Abandoned
PICTUREMATCH	75/433,220	Abandoned
SMARTMEDIA	75/152,100	Abandoned
SMARTPREVIEW	75/415,998	Abandoned
BRINGING THE WORLD OF INFORMATION INTO FOCUS	75/415,858	Abandoned
EVERYONE ON THE SAME PAGE	75/906,775	Abandoned
GLOBAL MARKETING FROM A 12" SCREEN	76/112,906	Abandoned
HELPING PEOPLE FIND VALUE IN INFORMATION	75/415,859	Abandoned
***DESIGN ONLY*** (Spiral Logo)	78/056,285	Pending
***DESIGN ONLY*** (Film Logo)	78/415,996	Abandoned
***DESIGN ONLY*** (Film Logo)	78/415,999	Abandoned

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