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Attorney Docket No.: 99-TCP

TO THE COMMISSIONER OF PATENTS AND TI
Please record the attached original documents or copy therec

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1. Name of conveying party(ies):
The Shopper's Edge

Individuals(s) Association
 General Partnership Limited Partnership
 Corporation-State Delaware
 Other

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

Name: **Sunrise Broadcasting Corporation**
Internal Address:
Street Address: **131 East 62nd Street**
City: **New York**
Country/State/Zip: **USA, New York, 10021**

Individual Citizenship ___
 Association ___
 General Partnership ___
 Limited Partnership ___
 Corporation-State Delaware
 Other ___

Additional names and addresses attached? yes no

3. Nature of Conveyance

Assignment Merger
 Security Agreement Change of Name
 Other _

Execution Date: 2/28/03

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

A. Trademark Application No.(s)	B. Trademark Registration No.(s): 2,662,482
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Additional numbers attached? Yes No

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

Name: Thomas C. Pontani, Esq.
Internal Address: Cohen, Pontani, Lieberman & Pavane
Street Address: 551 Fifth Avenue, Suite 1210
City: New York State: NY ZIP: 10176

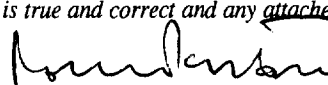
6. Total number of applications and trademarks involved:
[1]

7. Total fee (37 C.F.R. 3.41)..... \$ 40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 03-2412
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Thomas C. Pontani, Esq.  March 13, 2003
Name of Person Signing Signature Date

Reg. No. 29,763 Total number of pages including cover sheet, attachments and document

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Mail documents to be recorded with required cover sheet information to:

Assistant Commissioner for Patents
Box Assignments

TRADEMARK
REEL: 002696 FRAME: 0895

EXHIBIT A**ASSIGNMENT OF SERVICE MARK**

WHEREAS, The Shopper's Edge. LLC (Assignor), a Delaware limited liability company having its principal offices at 925 South Federal Highway, Ste. 175, Boca Raton, FL 33432 has adopted, used, is using and is the owner of the following mark now registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Reg. No.</u>	<u>Date of Registration</u>
THE SHOPPER'S EDGE	2,662,482	December 17, 2002

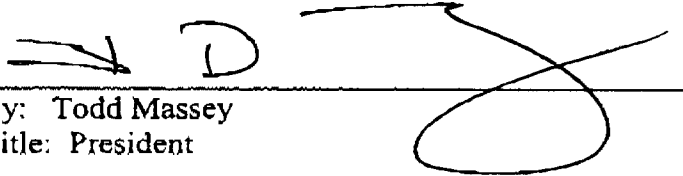
WHEREAS, Sunrise Broadcasting Corporation(Assignee), a Delaware corporation having its principal place of business at 131 East 62nd Street, New York, NY 10021 is desirous of acquiring said mark;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said mark, together with the goodwill of the business symbolized by said mark and registration thereof, and including all common-law and other rights in said mark, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said mark prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on the date executed below.

THE SHOPPER'S EDGE, LLC

Date: 2/28/03


By: Todd Massey
Title: President