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HEET U.S. DEPARTMENT OF COMMERCE
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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): <u>THE SHOPPER'S EDGE, LLL</u></p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Corporation-State <input checked="" type="checkbox"/> Other <u>LIMITED LIABILITY COMPANY</u></p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies) Name: <u>SUNRISE BROADCASTING CORP.</u> Internal Address: <u>ATTN: J. KLEBE</u></p> <p>Street Address: <u>131 EAST 62ND ST.</u> City: <u>NEW YORK</u> State: <u>NY</u> Zip: <u>10021</u></p> <p><input type="checkbox"/> Individual(s) citizenship <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <u>DELAWARE</u> <input type="checkbox"/> Other</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>2/28/03</u></p>	<p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No.(s) B. Trademark Registration No.(s) <u>2,662,482</u></p> <p>Additional number(s) attached <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>SUNRISE BROADCASTING CORP.</u> Internal Address: <u>ATTN: J. KLEBE</u></p> <p>Street Address: <u>131 EAST 62ND ST.</u> City: <u>NEW YORK</u> State: <u>NY</u> Zip: <u>10021</u></p>	<p>6. Total number of applications and registrations involved: <u>1</u></p> <p>7. Total fee (37 CFR 3.41).....\$ <u>40.00</u> <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number: (Attach duplicate copy of this page if paying by deposit account)</p>
DO NOT USE THIS SPACE	
<p>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.</p> <p><u>J. KLEBE</u> <u>[Signature]</u> <u>4/10/03</u> Name of Person Signing Signature Date</p> <p>Total number of pages including cover sheet, attachments, and document: <u>3</u></p>	

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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
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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

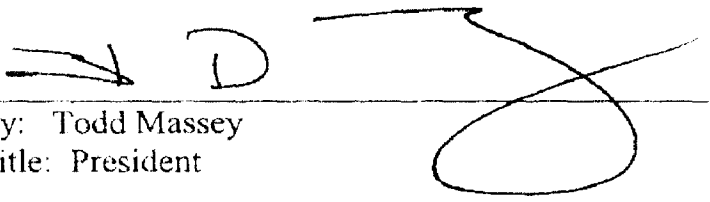
WHEREAS, Sunrise Broadcasting Corporation(Assignee), a Delaware corporation having its principal place of business at 131 East 62nd Street, New York, NY 10021 is desirous of acquiring said mark;

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