

01-29-2004
102656723

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

1. Name of conveying party(ies):

Max Ule & Company, Inc.

1-23-04

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

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

3. Nature of conveyance:

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

Execution Date: _____

2. Name and address of receiving party(ies)

Name: Max Ule Advertising & Marketing, Inc.

Internal Address: _____
Address: _____

Street Address: 140 Broadway, 44th Floor

City: New York State: NY Zip: 10005

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State New York
- 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) 1225279, 1444569,
and 1451461

Additional number(s) attached Yes No

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

Name: Erik M. Pelton, Attorney at Law

Internal Address: _____

01/28/2004 MGETACHE 00000040 1225279

01 FC:8521 40.00 OP
02 FC:8522 50.00 OP

Street Address: 1408 North Fillmore Street

Suite 2

City: Arlington State: VA Zip: 22201

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: _____

RECEIVED
2004 JAN 23 AM 9:19
OPR/FINANCE

DO NOT USE THIS SPACE

9. Signature.

Erik M. Pelton

Name of Person Signing

Signature

01/22/04

Date

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

4

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE


Registrant: Max Ule & Company, Inc.
Reg. No: 1444569
Reg. Date: 06-23-1987
Mark: NEW YORK PULSE

ASSIGNMENT OF REGISTRATION

Whereas Max Ule & Company, Inc. of 140 Broadway, 44th Floor, New York, NY 10005 (hereinafter "ASSIGNOR") is owner of the mark which is registered in the United States Patent and Trademark Office, Registration No. 1444569, dated June 23, 1987; and

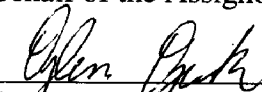
Whereas Max Ule Advertising & Marketing, Inc. of 140 Broadway, 44th Floor, New York, NY 10005 (hereinafter "ASSIGNEE") is desirous of acquiring said mark and the registration thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration of said mark.

By: 
Max Ule
President, Max Ule & Company, Inc.
Date: July 6, 2004

STATE OF New York)
) SS
COUNTY OF New York)

On this 6 day of Jan, 2004 the above signatory, known to me to be the President of Max Ule & Company, Inc., the Assignor above named, appeared before me and acknowledged this instrument as free and voluntary act [on behalf of the Assignor with authority to do so] for the purpose set forth.


Notary Public
My Commission Expires: 01/27/2007
Notary Public, State of New York
No. 010288888
Qualified in Kings County
My Commission Expires 01/27/2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Max Ule & Company, Inc.
Reg. No: 1451461
Reg. Date: 08-04-1987
Mark: PULSE

ASSIGNMENT OF REGISTRATION

Whereas Max Ule & Company, Inc. of 140 Broadway, 44th Floor, New York, NY 10005 (hereinafter "ASSIGNOR") is owner of the mark which is registered in the United States Patent and Trademark Office, Registration No. 1451461, dated August 4, 1987; and

Whereas Max Ule Advertising & Marketing, Inc. of 140 Broadway, 44th Floor, New York, NY 10005 (hereinafter "ASSIGNEE") is desirous of acquiring said mark and the registration thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration of said mark.

By: [Signature]
Max Ule
President, Max Ule & Company, Inc.
Date: Jan 6, 2004

STATE OF New York)
) SS
COUNTY OF New York)

On this 5 day of January, 2004 the above signatory, known to me to be the President of Max Ule & Company, Inc., the Assignor above named, appeared before me and acknowledged this instrument as free and voluntary act [on behalf of the Assignor with authority to do so] for the purpose set forth.

[Signature]
Notary Public
My Commission Expires: _____

OZLEM OZUK
Notary Public, State of New York
No. 0102908655
Qualified in Kings County
My Commission Expires 01/27/2007