

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RPV Incorporated		10/26/2004	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	ProfitLine, Inc.		
Street Address:	9920 Pacific Heights Boulevard, Suite 200		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92121		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2270763	PROFITLINE	
CORRESPONDENCE DATA			
Fax Number:	(858)550-6420		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	858 550-6000		
Email:	trademarks@cooley.com		
Correspondent Name:	Kent M. Walker		
Address Line 1:	4401 Eastgate Mall		
Address Line 4:	San Diego, CALIFORNIA 92121		
ATTORNEY DOCKET NUMBER:	301509-201		
NAME OF SUBMITTER:	Pat Lee Nollenberger		
Total Attachments: 1 source=profitlineassignment#page1.tif			

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ASSIGNMENT OF TRADEMARK

WHEREAS, RPV Incorporated, a California corporation ("*Assignor*"), having its principal offices at 9920 Pacific Heights Boulevard, Suite 200, San Diego, California 92121 has adopted, used, is using, and is the owner of Registration No. 2,270,763 for PROFITLINE ("*Registered Mark*") issued August 17, 1999 by the United States Patent and Trademark Office.

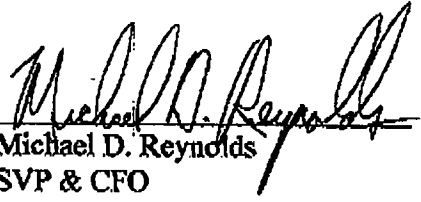
WHEREAS, ProfitLine, Inc., a Delaware corporation ("*Assignee*"), having its principal offices at 9920 Pacific Heights Boulevard, Suite 200, San Diego, California 92121, is desirous of acquiring said Registered Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States and worldwide in and to the Registered Mark, together with the goodwill of the business symbolized by said trademark.

Signed in San Diego, California as of October 26, 2004.

ASSIGNOR:

RPV INCORPORATED

By: 
Name: Michael D. Reynolds
Title: SVP & CFO