

Form PTO-1594 (Rev. 06/04)
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

MARKETPOWERMEDIA, INC.

- Individual(s)
- General Partnership
- Corporation-State Texas
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Execution Date(s) November 9, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

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

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: MARKETPOWERMEDIA, LLP

Internal

Address: Suite 120

Street Address: 14607 San Pedro

City: San Antonio

State: Texas

Country: United States Zip: 78232

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship Texas
- Corporation Citizenship _____
- Other _____ Citizenship _____

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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

78/466,756 78/230,978
78/247,511

B. Trademark Registration No.(s)

2,827,830

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

360IQ CAMPAIGN IQ
MARKETPOWER MEDIA, INC.

OPTIMAL IQ

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

Name: CLINE H. WHITE

Internal Address: Loeffler Tuggey Pauerstein
Rosenthal LLP Suite 200

Street Address: 755 East Mulberry Avenue

City: San Antonio

State: Texas Zip: 78212

Phone Number: (210) 354-4300

Fax Number: (210) 354-4034

Email Address: cwhite@loefflerllp.com

6. Total number of applications and registrations involved:

4

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 115.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

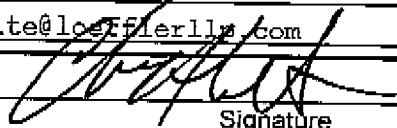
8. Payment Information:

a. Credit Card Last 4 Numbers 1000
Expiration Date 04/2005

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:



Signature

11/16/04
Date

CLINE H. WHITE

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22313-1450

TRADEMARK

OP \$115.00 78466756

TRADEMARK ASSIGNMENT

WHEREAS, MARKETPOWERMEDIA, INC. ("ASSIGNOR"), a Texas corporation having a principal place of business at 14607 San Pedro, Suite 120, San Antonio, Texas 78232, has adopted, used, and has been using the trademarks (the "Marks") shown in Exhibit A, which is attached hereto and incorporated herein by reference; and

WHEREAS, MARKETPOWERMEDIA, LLP ("ASSIGNEE"), a Texas limited partnership composed of Charles B. Wall, Jr. and Franze C. Wall, as its general partners, and having its main place of business at 14607 San Pedor, Suite 120, San Antonio, Texas 78232, is entitled to an assignment of the entire right, title, and interest in and to said Marks, any and all registrations and applications for registration thereof, and the goodwill of the business symbolized by the Marks;

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey to ASSIGNEE all of its right, title, and interest in and to said Marks, all registrations and applications for registration thereof, all rights derived from or associated with use of the Marks by ASSIGNOR together with the goodwill of the business symbolized by said Marks, and the right to recover for past infringement of said Marks. ASSIGNOR agrees to execute any further lawful documents needed to give full force and effect to this instrument.

Executed this 9th day of November, 2004.

MARKETPOWERMEDIA, INC., a Texas corporation

By: [Signature]
Charles B. Wall, Jr.
President

STATE OF TEXAS
COUNTY OF BEXAR

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Before me, a notary public in and for the state and county aforesaid, on this day personally appeared Charles B. Wall, Jr., known to me to be the person whose name is subscribed to the foregoing instrument, who acknowledged to me that he executed the same as President on behalf of MarketPowerMedia, Inc. for the purposes and consideration therein expressed.

Given under my hand and seal of office this 9th day of November, 2004.

Veronica Ann Meeder
Printed Name: VERONICA ANN MEEDER
Notary Public, State of Texas
My Commission Expires: 6-3-2007

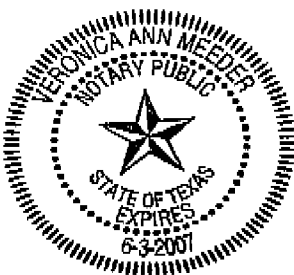


Exhibit A

Mark	Serial No./Reg. No.	Filing Date/Reg. Date
360IQ	78/466,756	08/12/2004
CAMPAIGN IQ	78/230,978	03/27/2003
MARKET POWER MEDIA & DESIGN	78/247,511	05/08/2003
OPTIMAL IQ	2,827,830	03/30/2004