

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the WRONG SERIAL NUMBER 78/466,756 ON ASSIGNMENT DOCUMENT previously recorded on Reel 002979 Frame 0042. Assignor(s) hereby confirms the ENTIRE INTEREST AND THE GOODWILL.

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
MARKETPOWERMEDIA, INC.		11/09/2004	CORPORATION: TEXAS

**RECEIVING PARTY DATA**

<b>Name:</b>	MARKETPOWERMEDIA, LLP
<b>Street Address:</b>	14607 SAN PEDRO
<b>Internal Address:</b>	SUITE 120
<b>City:</b>	SAN ANTONIO
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	78232
<b>Entity Type:</b>	LIMITED PARTNERSHIP: TEXAS

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	78466746	360IQ

**CORRESPONDENCE DATA**

Fax Number: (210)354-4034  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (210) 354-4300  
 Email: cwhite@loefflerllp.com  
 Correspondent Name: CLINE H. WHITE  
 Address Line 1: 755 EAST MULBERRY AVE.  
 Address Line 2: SUITE 200  
 Address Line 4: SAN ANTONIO, TEXAS 78212

<b>NAME OF SUBMITTER:</b>	CLINE H. WHITE
<b>Signature:</b>	/CLINE H. WHITE/

OP \$40.00 78466746

Date:

05/19/2005

**Total Attachments: 8**

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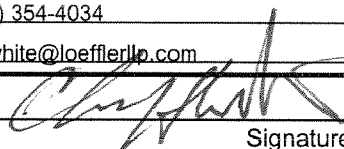
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**RECORDATION FORM COVER SHEET  
 TRADEMARKS ONLY**

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

<p><b>1. Name of conveying party(ies):</b>          MARKETPOWERMEDIA, INC.</p> <p><input type="checkbox"/> Individual(s)                      <input type="checkbox"/> Association  <input type="checkbox"/> General Partnership              <input type="checkbox"/> Limited Partnership  <input checked="" type="checkbox"/> Corporation- State: <u>TEXAS</u>  <input type="checkbox"/> Other _____</p> <p>Citizenship (see guidelines) _____          Additional names of conveying parties attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>		<p><b>2. Name and address of receiving party(ies)</b>    <input type="checkbox"/> Yes          Additional names, addresses, or citizenship attached? <input checked="" type="checkbox"/> No</p> <p>Name: <u>MARKETPOWERMEDIA, LLP</u>          Internal Address: <u>SUITE 120</u>          Street Address: <u>14607 SAN PEDRO</u>          City: <u>SAN ANTONIO</u>          State: <u>TEXAS</u>          Country: <u>USA</u>                                  Zip: <u>78232</u></p> <p><input type="checkbox"/> Association    Citizenship _____  <input type="checkbox"/> General Partnership    Citizenship _____  <input checked="" type="checkbox"/> Limited Partnership    Citizenship <u>TEXAS</u>  <input type="checkbox"/> Corporation    Citizenship _____  <input type="checkbox"/> Other _____    Citizenship _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No          (Designations must be a separate document from assignment)</p>	
<p><b>3. Nature of conveyance )/Execution Date(s) :</b>          Execution Date(s) <u>NOVEMBER 9, 2004</u></p> <p><input type="checkbox"/> Assignment                              <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement                  <input type="checkbox"/> Change of Name  <input checked="" type="checkbox"/> Other <u>SEE ATTACHMENT FOR BRIEF</u></p>			
<p><b>4. Application number(s) or registration number(s) and identification or description of the Trademark.</b>          A. Trademark Application No.(s)  <u>78/466,746</u></p>		<p>B. Trademark Registration No.(s)          _____</p> <p align="right">Additional sheet(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	
<p>C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):  <u>360IQ</u></p>			
<p><b>5. Name &amp; address of party to whom correspondence concerning document should be mailed:</b>          Name: <u>CLINE H. WHITE</u>          Internal Address: _____          _____          Street Address: <u>755 EAST MULBERRY AVE., STE. 200</u>          _____          City: <u>SAN ANTONIO</u>          State: <u>TEXAS</u>                                  Zip: <u>78212</u>          Phone Number: <u>(210) 354-4300</u>          Fax Number: <u>(210) 354-4034</u>          Email Address: <u>cwhite@loefflerlp.com</u></p>		<p><b>6. Total number of applications and registrations involved:</b>    <span style="border: 1px solid black; padding: 2px;">1</span></p>	
		<p><b>7. Total fee (37 CFR 2.6(b)(6) &amp; 3.41)    \$ 40.00</b></p> <p><input checked="" type="checkbox"/> Authorized to be charged by credit card  <input type="checkbox"/> Authorized to be charged to deposit account  <input type="checkbox"/> Enclosed</p>	
		<p><b>8. Payment Information:</b></p> <p>a. Credit Card    Last 4 Numbers <u>2009</u>          Expiration Date <u>04/2005</u></p> <p>b. Deposit Account Number _____          Authorized User Name _____</p>	
<p><b>9. Signature:</b>        _____          Signature  <u>CLINE H. WHITE</u>          Name of Person Signing</p>		<p align="right"><u>4/7/05</u>          Date</p>	
		<p>Total number of pages including cover sheet, attachments, and document:    <span style="border: 1px solid black; padding: 2px;">5</span></p>	

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 1450, Alexandria, VA 22313-1450

APPLICATION NO.: 78/466,746

NATURE OF CONVEYANCE CONT.

**RECORD TO CORRECT WRONG SERIAL NUMBER 78/466,756 ON  
ASSIGNMENT DOCUMENT PREVIOUSLY RECORDED ON  
REEL/FRAME:002979/0042.**

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

11/10/2004  
700131775

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 Ave  
 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)(8) & 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 22313-1460

CDP \$110.00 / 45405 / 04

**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 9<sup>th</sup> day of November, 2004.

MARKETPOWERMEDIA, INC..., a Texas corporation

By: \_\_\_\_\_

Charles B. Wall, Jr.  
President

STATE OF TEXAS

§

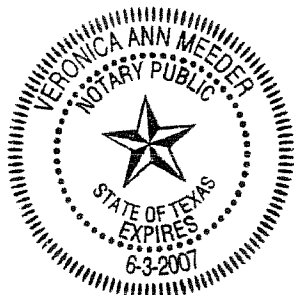
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COUNTY OF BEXAR

§

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 9<sup>th</sup> 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**

<b>Mark</b>	<b>Serial No./Reg. No.</b>	<b>Filing Date/Reg. Date</b>
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