

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	12/09/2003

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
PEZROW COMPANIES, INC.		06/24/2005	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

Name:	ADVANTAGE SALES & MARKETING, INC.
Street Address:	19100 VON KARMAN AVENUE
Internal Address:	SUITE 600
City:	IRVING
State/Country:	CALIFORNIA
Postal Code:	92612
Entity Type:	Limited Liability Company: CALIFORNIA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2256698	CONVENIENCE MEANS THE WORLD TO US CMN

**CORRESPONDENCE DATA**

Fax Number: (602)734-3750  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 602.262.5311  
 Email: trademarks@lrlaw.com  
 Correspondent Name: Jennifer A. Van Kirk  
 Address Line 1: 40 North Central Avenue  
 Address Line 2: Suite 1900  
 Address Line 4: PHOENIX, ARIZONA 85004

NAME OF SUBMITTER:	Jennifer A. Van Kirk
Signature:	/JENNIFER A. VAN KIRK/

**CH \$40.00 2256698**

Date:

06/28/2005

Total Attachments: 1

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ASSIGNMENT

This Assignment Agreement (the "Agreement") by and between Pezrow Companies, Inc., a New York corporation, located at 19100 Von Karman Avenue Suite 600, Irvine, CA 92612 ("Assignor") and Advantage Sales & Marketing, Inc., a California limited liability company, located at 19100 Von Karman Avenue, Suite 600, Irvine, California 92612 ("Assignee") is effective as of December 9, 2003.

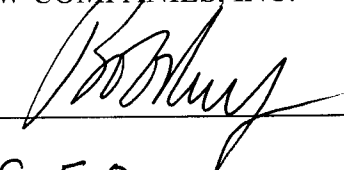
Assignor owns a United States federal trademark registration for the trademark CONVENIENCE MEANS THE WORLD TO US CMN and Design, Registration No. 2256698, issued June 29, 1999 (the "Mark").

Assignee wishes to acquire from Assignor, and Assignor wishes to transfer to Assignee, all common law and statutory right, title, and interest in and to the Mark.

**For good and valuable consideration**, as further set forth in the parties Agreement and Plan of Merger dated December 9, 2003, receipt of which is hereby mutually acknowledged, Assignor hereby assigns to Assignee all common law and statutory right, title, and interest in and to the Mark, together with the goodwill of the business associated with and symbolized thereby.

Assignor:

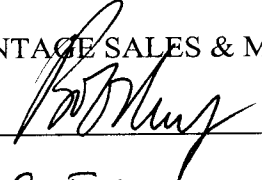
PEZROW COMPANIES, INC.

By: 

Title: C.F.O.

Assignee:

ADVANTAGE SALES & MARKETING INC.

By: 

Title: C.F.O.