

12-09-2005

Docket No.:

TRADEMA



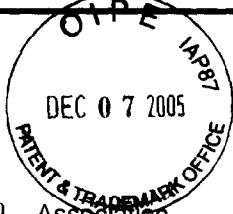
ONLY

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Tab settings

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To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copy thereof.



1. Name of conveying party(ies):

ZServe Corporation

12-7-05

- Individual(s)
- General Partnership
- Corporation-State Utah
- Other

Additional names(s) of conveying party(ies) Yes No

2. Name and address of receiving party(ies):

Name: Persona LLC

Internal Address:

Street Address: 382 East 400 South

City: Springville State: UT ZIP: 84663

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Utah Limited Liability Company

If assignee is not domiciled in the United States, a domestic designation is Yes N
(Designations must be a separate document from Additional name(s) & address(es) Yes N

3. Nature of conveyance:

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

Execution Date: December 2, 2005

4. Application number(s) or registration numbers(s):

A. Trademark / Service Mark Application No.(s)

B. Trademark / Service Mark Registration No.(s)

2,596,300

Additional numbers

Yes No

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

Name: John R. Thompson

Internal Address:

12/08/2005 DBYRNE 00000117 2596300

01 FC:8521

40.00 DP

Street Address: One Utah Center

201 South Main Street, Suite 1100

City: Salt Lake City State: UT ZIP: 84111

6. Total number of applications and registrations involved:.....

1

7. Total fee (37 CFR 3.41):.....\$ \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

502375

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

John R. Thompson

Name of Person Signing

Signature

December 5, 2005

Date

Total number of pages including cover sheet, attachments, and

5

Mail documents to be recorded with required cover sheet information to:
Mail Stop Recordation Services
Director of the United States Patent and Trademark Office
P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 003264 FRAME: 0262

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, ZServe Corporation, a Utah corporation, ("Assignor"), of 382 East 400 South, Springville, Utah 84663, is the owner of the mark LDSSINGLESONLINE and owner of U.S. Registration No. 2,596,300; and

WHEREAS, Persona LLC, a Utah limited liability company ("Assignee"), having a place of business at 382 East 400 South, Springville, Utah 84663, is desirous of acquiring from Assignor the entire right, title and interest in and to the trademark LDSSINGLESONLINE, together with the U.S. trademark registration No. 2,596,300, and the business and accompanying goodwill pertaining thereto, and Assignor is willing to assign the trademark LDSSINGLESONLINE, U.S. trademark registration No. 2,596,300, and associated business and goodwill to Assignee.

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, the entire right, title, and interest in and to the aforesaid trademark, including the trademark registration, and business and goodwill pertaining thereto, together with all claims, demands and causes of action for the past infringement of any or all of the trademark or for unfair competition in business in connection therewith, the same to be held and enjoyed by Assignee, its successors, assigns or other legal representatives as fully and entirely as the same would or could have been held and enjoyed by Assignor had this Assignment not been made.

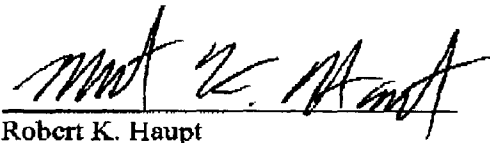
Assignor warrants, covenants and represents that it is the owner of the aforesaid trademark, trademark registration, and associated business and goodwill; that it has the full right

to convey the entire interest hereby assigned; and that it has not and will not assign or otherwise transfer any of the rights hereby assigned to any third party.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed as of the 2nd day of December, 2005.

Assignor:


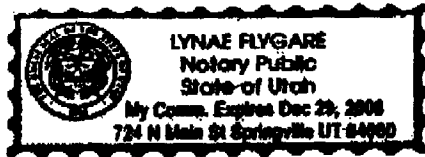


Robert K. Haupt
President
ZServe Corporation

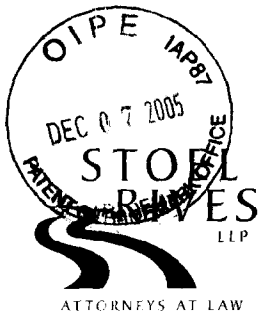
STATE OF UTAH
COUNTY OF Utah } ss:

BEFORE ME, a Notary Public, on this day personally appeared Robert K Haupt, known to me to be the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed the same for purposes and consideration therein expressed.

Given under my hand and seal this 02 day of Dec, 2005.


Notary Public, State of Utah

My Commission Expires: Dec 29 2008



CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Mail Stop Assignment Recordation Services, Director of the U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Natalie Davis

 Signature *Natalie Davis*

 Print Name *12-5-05*

 Date

D
\$
CC

201 S. Main Street, Suite 1100
Salt Lake City, Utah 84111
main 801.328.3131
fax 801.578.6999
www.stoel.com

December 5, 2005

JOHN R. THOMPSON
Direct Dial
(801) 578-6994
jrthompson@stoel.com

Via First Class Mail

Mail Stop Assignment Recordation Services
Director of the United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Re: RECORDATION OF ASSIGNMENT
Trademark: LDSSINGLESONLINE (Reg. No. 2,596,300)
Conveying Party: ZServe Corporation
Receiving Party: Persona LLC

Honorable Commissioner:

Enclosed is (i) a Recordation Form Cover Sheet and attached copy of the Assignment of Trademark Rights dated as of December 2, 2005 from ZSERVE CORPORATION to PERSONA LLC for recordation with the Commissioner, and (ii) a Credit Card form in the amount of \$40.00 required in connection with this recordation. Please record this with regards to the U.S. trademark registration for the above-referenced registrant.

The Commissioner is hereby authorized (1) to charge any fees which may be required in connection with the recording of the document or (2) to credit any overpayment to Deposit Account 502375. Please address all communications regarding this matter to John R. Thompson at the above address or at (801) 578-6994.

Very truly yours,

John R. Thompson
John R. Thompson

JRT:nd
Enclosures
cc: Client

Oregon
Washington
California
Utah
Idaho

SaltLake-266363.1 0099999-00001

RECORDED: 12/07/2005

TRADEMARK
REEL: 003264 FRAME: 0266