

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
LEVERAGEPOINT MEDIA CORP.		03/16/2006	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	LABEL\$DOLLARS, CORP.		
Street Address:	105 Rowayton Avenue		
Internal Address:	c/o Alerion Investment Partners I, L.P.		
City:	Rowayton		
State/Country:	CONNECTICUT		
Postal Code:	06853		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78480738	LABEL\$DOLLAR	
CORRESPONDENCE DATA			
Fax Number:	(860)286-0115		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(860) 286-2929		
Email:	TM@cantorcolburn.com		
Correspondent Name:	Fred Spaeth		
Address Line 1:	55 Griffin Road South		
Address Line 2:	Cantor Colburn LLP		
Address Line 4:	Bloomfield, CONNECTICUT 06002		
ATTORNEY DOCKET NUMBER:	AIV-0001-G		
NAME OF SUBMITTER:	Fred Spaeth		
Signature:	/Fred Spaeth/		

CH \$40.00 78480738

Date:

03/24/2006

Total Attachments: 2

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CONFIRMATORY TRADEMARK ASSIGNMENT

Pursuant to the Asset Purchase Agreement entered into by and between LBL ACQUISITION, INC., a Delaware corporation ("Buyer"), LEVERAGEPOINT MEDIA CORP. (formerly known as Promo Edge Company), a Wisconsin corporation ("LPM") and LABEL\$DOLLARS, INC. (formerly known as LD Acquisition Inc.), a Delaware corporation (the "Subsidiary" and together with LPM, the "Sellers") dated March 16, 2006 and incorporated herein by reference, the parties agree as follows:

WHEREAS, LEVERAGEPOINT MEDIA CORP a corporation organized under the laws of the State of Wisconsin (hereinafter "Assignor,") has, either directly or through predecessors in interest, adopted and used in its business the trademarks

LABEL\$DOLLAR and LABEL\$DOLLARS

and is the owner of the application for registration of the mark LABEL\$DOLLAR, serial number 78480738, filed on September 9, 2004 with the United States Patent and Trademark Office; and

WHEREAS, Label\$Dollars, Corp. (below referred to as "ASSIGNEE")(formerly known as LBL Acquisition, Inc.), a corporation of the State of Delaware, having a business address c/o Alerion Investment Partners I, L.P, at 105 Rowayton Avenue, Rowayton CT, 06853 (hereinafter "Assignee,") is desirous of acquiring said marks and any registrations thereof and applications therefor, or is acquiring the entire business or portion thereof to which the said marks pertain,

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby sell and assign unto the said Assignee as of the effective date referenced above, all right, title and interest in and to the said marks and any registrations thereof or applications therefor, together with the goodwill symbolized by the marks and with the right to recover and have damages and profits for past infringement, if any.

IN WITNESS WHEREOF, the said Assignor has caused this instrument to be executed by its duly authorized corporate officer as of the 16th day of March, 2006.

ASSIGNOR

LEVERAGEPOINT MEDIA CORP

By: Patrick J. Lauscher

Name: Patrick J. Lauscher

Title: CFO / VP Operations