

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/31/2004

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
On the Level Inc.		02/09/2007	CORPORATION: ILLINOIS

**RECEIVING PARTY DATA**

Name:	Jacob Holtz Company
Street Address:	2424 East York Street
City:	Philadelphia
State/Country:	PENNSYLVANIA
Postal Code:	19125
Entity Type:	CORPORATION: PENNSYLVANIA

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	2057321	SUPERLEVEL
Registration Number:	3016848	FRUSTRATED BY WOBBLY TABLES?
Registration Number:	1684466	ON THE LEVEL

**CORRESPONDENCE DATA**

Fax Number: (267)940-3000  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 6106607753  
 Email: susieb@rudolerlaw.com  
 Correspondent Name: Stuart D. Rudoler  
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 Address Line 2: 2 Bala Plaza, Suite 300  
 Address Line 4: Bala Cynwyd, PENNSYLVANIA 19004

NAME OF SUBMITTER:	Stuart D. Rudoler
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OP \$90.00 2057321

Signature:

/stuart d. rudoler/

Date:

04/10/2007

Total Attachments: 1

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**NUNC PRO TUNC TRADEMARK ASSIGNMENT**

WHEREAS, On the Level Inc., an Illinois corporation, with its principal place of business 1444 Davis Road, Elgin, IL 60123 ("Assignor"), has adopted, owns and is using the following trademarks for which Assignor owns the following identified federal registrations on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein ("the Marks"):


Trademark	Reg. No.	Reg. Date
SUPERLEVEL	2,057,321	April 29, 1997
FRUSTRATED BY WOBBLY TABLES?	3,016,848	November 22, 2005
ON THE LEVEL	1,684,466	April 28, 1992

; and

WHEREAS, Jacob Holtz Company, a Pennsylvania corporation, with a principal place of business at 2424 East York Street, Philadelphia, PA 19125 ("Assignee"), desires to acquire the Marks and the above-referenced registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof, nunc pro tunc, effective as of December 2004.

ON THE LEVEL, INC.

  
Name: LAURA COOPER  
Title: PRESIDENT

Dated: 2/9/07