

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MARKETECTURE, INC.		10/31/2006	CORPORATION: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MARKETPOWERGROUP, L.L.P.		
<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		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2609239	TVIQ THE SMARTEST WAY TO BUY TELEVISION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(210)354-4034		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	210-354-4300		
<b>Email:</b>	ip@loefflerllp.com		
<b>Correspondent Name:</b>	Cline H. White, Loeffler Tuggey et al.		
<b>Address Line 1:</b>	755 East Mulberry		
<b>Address Line 2:</b>	Suite 120		
<b>Address Line 4:</b>	San Antonio, TEXAS 78212		
<b>ATTORNEY DOCKET NUMBER:</b>	80070.00010		
<b>NAME OF SUBMITTER:</b>	CLINE H. WHITE		
<b>Signature:</b>	/clinehwhite/		

OP \$40.00 2609239

Date:

09/07/2007

Total Attachments: 1

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**ASSIGNMENT**

WHEREAS, Marketecture, Inc. ("ASSIGNOR"), a Texas corporation, has adopted, used, and has been using the trademark (the "Mark") TVIQ THE SMARTEST WAY TO BUY TELEVISION, including but not limited to registration number 2,609,239; and

WHEREAS, MarketPowerGroup, L.L.P. ("ASSIGNEE"), a Texas limited liability partnership, with its principal offices located at 14607 San Pedro, Suite 120, San Antonio, TX 78232, is the successor to the business to which the Property pertains.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the ASSIGNOR assigns to the ASSIGNEE all of its right, title, and interest in and to said Property, all registrations and applications for registration thereof, all rights derived from or associated with use of the Property by ASSIGNOR together with the goodwill of the business symbolized by said Property, and the right to recover for past infringement of said Property. ASSIGNOR agrees to execute any further lawful documents needed to give full force and effect to this instrument. If any portion of this Assignment or the assignment of one or more of the individual Property is found to be invalid, it shall not affect the assignment(s) of the remaining individual Property.

AND ASSIGNOR HEREBY authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue trademarks, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND I HEREBY covenant that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND I HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to me respecting said mark, and testify in any legal proceeding, sign all lawful papers, execute all divisions, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper trademark protection for said mark in all countries.

IN TESTIMONY WHEREOF, I hereunto set our hands and seal this 31<sup>st</sup> day of October, 2006.

Name: *Charles B. Wall*  
Title: *CEO / Partner*