

**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>
Berko Management LLC		12/20/2007	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	My Life Registry LLC		
<b>Street Address:</b>	2160 North Central Road		
<b>Internal Address:</b>	Suite 106		
<b>City:</b>	Fort Lee		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07024		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3256188	MYREGISTRY.COM	
Registration Number:	3256187	ALL STORES, ONE REGISTRY!	
Registration Number:	3109083	MY REGISTRY.COM	
Serial Number:	77287392	ALL STORES, ONE CARD!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(215)832-5767		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	perry@blankrome.com		
<b>Correspondent Name:</b>	David M. Perry		
<b>Address Line 1:</b>	One Logan Square		
<b>Address Line 2:</b>	9th Floor		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19103		
<b>ATTORNEY DOCKET NUMBER:</b>	114883-00102		

**CH \$115.00 3256188**

NAME OF SUBMITTER:	David M. Perry
Signature:	/David M. Perry/
Date:	12/21/2007
Total Attachments: 2 source=Berko#page1.tif source=11722922_1#page2.tif	

**ASSIGNMENT OF SERVICE MARKS, REGISTRATIONS AND APPLICATION**

This Assignment is made effective on the 20 day of December, 2007, between Berko Management LLC, a Delaware limited liability company, with an address of 2160 North Central Road, Suite 106, Fort Lee, New Jersey 07024 ("ASSIGNOR"), and My Life Registry LLC, a Delaware limited liability company, with an address of 2160 North Central Road, Suite 106, Fort Lee, New Jersey 07024 ("ASSIGNEE").

**WHEREAS**, ASSIGNOR has adopted the service marks listed in Appendix A for which it owns a federal application and registrations in the United States Patent and Trademark Office;

**WHEREAS**, ASSIGNEE is desirous of acquiring said service marks, application and the registrations therefor;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, all of its right, title, and interest in and to said marks, together with the goodwill of the business symbolized by and associated with said service marks, application and the registrations therefor.

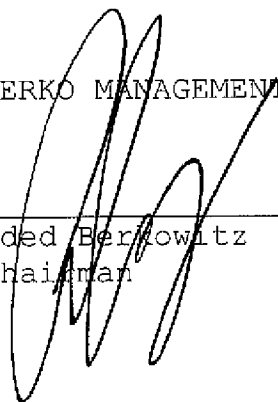
**IN TESTIMONY WHEREOF**, ASSIGNOR has executed this Assignment by a duly authorized officer.

Dated:

12/20/07


By:

BERKO MANAGEMENT LLC

  
\_\_\_\_\_  
Oded Berkowitz  
Chairman

APPENDIX A

SERVICE MARKS, APPLICATION AND REGISTRATIONS

<u>Mark</u>	<u>Reg. No.</u> <u>(App. No.)</u>	<u>Reg. Date</u> <u>(App. Date)</u>
MYREGISTRY.COM	3,256,188	June 26, 2007
ALL STORES, ONE REGISTRY!	3,256,187	June 26, 2007
	3,109,083	June 27, 2006
ALL STORES, ONE CARD!	(77/287,392)	(September 24, 2007)