

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
Berko Management LLC		03/03/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	My Life Registry LLC		
Street Address:	2160 North Central Road		
Internal Address:	Suite 106		
City:	Fort Lee		
State/Country:	NEW JERSEY		
Postal Code:	07024		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3581575	MR	
CORRESPONDENCE DATA			
Fax Number:	(215)832-5767		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-569-5767		
Email:	perry@blankrome.com		
Correspondent Name:	David M. Perry		
Address Line 1:	One Logan Square		
Address Line 2:	9th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-6998		
ATTORNEY DOCKET NUMBER:	114883-00102		
NAME OF SUBMITTER:	David M. Perry		
Signature:	/David M. Perry/		

CH \$40.00 3581575

Date:

03/03/2009

Total Attachments: 2

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ASSIGNMENT OF SERVICE MARK AND REGISTRATION

This Assignment is made effective on the 3 day of March, 2009, 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 mark listed in Appendix A for which it owns a federal registration in the United States Patent and Trademark Office;

WHEREAS, ASSIGNEE is desirous of acquiring said service mark and the registration 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 mark, together with the goodwill of the business symbolized by and associated with said service mark and the registration therefor.

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

BERKO MANAGEMENT LLC

Dated:

March 3, 09


By:



Oded Berkowitz
Chairman

APPENDIX A

SERVICE MARK AND REGISTRATION

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
	3,581,575	February 24, 2009