

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
MARKET DIRECTIONS, INC.		11/09/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LAGO DI COMO, LLC.		
<b>Street Address:</b>	5255 N. Edgewood		
<b>Internal Address:</b>	Suite 100		
<b>City:</b>	Provo		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84604		
<b>Entity Type:</b>	CORPORATION: UTAH		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2654248	NEEDLE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(801)416-0764		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8014160746		
Email:	jlillywhitepc@comcast.net		
Correspondent Name:	Jeffery M. Lillywhite		
Address Line 1:	12176 Pine Valley Way		
Address Line 4:	Draper, UTAH 84020		
ATTORNEY DOCKET NUMBER:	11014.1		
NAME OF SUBMITTER:	Jeffery M. Lillywhite		
Signature:	/jeffery m lillywhite/		
Date:	01/29/2010		

OP \$40.00 2654248

Total Attachments: 1  
source=Needle\_Assignment#page1.tif

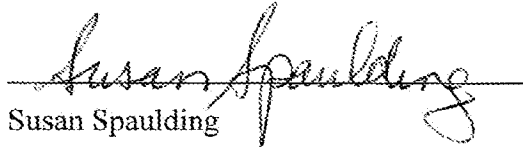
ASSIGNMENT

WHEREAS, MARKET DIRECTIONS, INC. (hereinafter referred to as Assignor) has adopted, used and is using a mark identified as NEEDLE and registered in the United States Patent and Trademark Office under Registration No. 2,654,248 on November 26, 2002 for consumer research services, namely, identifying and evaluating what attributes most impact customer satisfaction and loyalty and what deficiencies a business might have (hereinafter referred to as the Assigned Mark), the Assigned Mark being adopted and used by Assignor as least as early as September 30, 2001; and

WHEREAS, LAGO DI COMO, LLC., a corporation organized in Utah, having a principal place of business at 5255 N. Edgewood Ste. 100, Provo, UT 84604, (hereinafter referred to as Assignee), is desirous of acquiring Assignor's entire right, title and interest in, to and under the Assigned Mark.

NOW, THEREFORE, as of November 6, 2009, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, conveyed, assigned, transferred and set over, and does hereby sell, convey, assign, transfer and set over to said Assignee its entire right, title and interest in and to the Assigned Mark, under both foreign and domestic uses, and including, without limitation, the right to own and to procure in Assignee's own name any applications for registration in the United States and in foreign countries, the goodwill of the business symbolized by the Assigned Mark, and all causes of action now in existence or arising in the future resulting from acts of infringement relating to the Assigned Mark, including, without limitation, the right to sue and recover for past or present infringement, and the sole right to settle such causes of action.

Signed this 9th day of November, 2009

  
Susan Spaulding

Title: CEO

On behalf of Market Directions, Inc.