

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | Company Name Change | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| BE3 LLC | FORMERLY BRAND ENERGY LLC | 12/01/2008 | LIMITED LIABILITY COMPANY: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | BE3 LLC | | |
| Doing Business As: | DBA BE3 Marketing Group | | |
| Street Address: | 2 Kensett Ave. | | |
| City: | Wilton | | |
| State/Country: | CONNECTICUT | | |
| Postal Code: | 06897 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: UNITED STATES | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3723357 | BE3 | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (203)834-7776 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 203-834-7775 | | |
| Email: | pverrilli@be3marketing.com | | |
| Correspondent Name: | be3 LLC att: Peter Verrilli | | |
| Address Line 1: | 2 Kensett Ave. | | |
| Address Line 4: | Wilton, CONNECTICUT 06897 | | |
| NAME OF SUBMITTER: | Peter Verrilli | | |
| Signature: | /P.Verrilli/ | | |
| Date: | 02/16/2011 | | |

OP \$40.00 3723357

Total Attachments: 1
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TRADEMARK
REEL: 004480 FRAME: 0004

United States of America

United States Patent and Trademark Office

BE3

Reg. No. 3,723,357 BRAND ENERGY LLC (CONNECTICUT LIMITED LIABILITY COMPANY)
Registered Dec. 8, 2009 2 KENSSETT AVE.
WILTON, CT 06897

Int. Cl.: 35 FOR: MARKETING SERVICES, NAMELY, CONDUCTING ENGAGEMENT MARKETING AND STRATEGIC PLANNING, IN THE NATURE OF CONSUMER PROMOTION, CUSTOMER MARKETING, TRADE MARKETING AND SHOPPER MARKETING, AND CONDUCTING SERVICE MARK CONSUMER MARKETING RESEARCH, CONSUMER TRACKING BEHAVIOR RESEARCH AND CONSUMER TREND ANALYSIS; ADVERTISING SERVICES, NAMELY, PROMOTING AND MARKETING THE GOODS AND SERVICES OF OTHERS THROUGH ALL PUBLIC PRINCIPAL REGISTER COMMUNICATION MEANS; MARKETING CONSULTING SERVICES, NAMELY, BRAND CONSULTATION; NOT RELATED TO DATING SERVICES OR MATCHMAKING SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-15-2008; IN COMMERCE 11-15-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-549,606, FILED 8-18-2008.

COURTNEY MCCORMICK, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office