

TRADEMARK ASSIGNMENT

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07/14/2011
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Tim Paulin		06/23/2011	INDIVIDUAL:
David Alexander		05/25/2011	INDIVIDUAL:
Dr. Ivan Misner		01/25/2011	INDIVIDUAL:

RECEIVING PARTY DATA

Name:	Referral Institute Management, LLC
Street Address:	705 Holly Ave.
City:	Rohnert Park
State/Country:	CALIFORNIA
Postal Code:	94928
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3470162	REFERRALS FOR LIFE

CORRESPONDENCE DATA

Fax Number: (212)490-3038
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-490-3000
 Email: adam.bialek@wilsonelser.com
 Correspondent Name: Wilson Elser c/o Adam R. Bialek
 Address Line 1: 150 E. 42nd Street
 Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	11505.00005
NAME OF SUBMITTER:	/Adam R. Bialek/
Signature:	/Adam R. Bialek/

CHI \$40.00 3470162

TO: WILSON ELSER C/O ADAM R. BIALEK COMPANY: 150 E. 42ND STREET

Date:

07/14/2011

Total Attachments: 2

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TO: WILSON ELSER C/O ADAM R. BIALEK COMPANY: 150 E. 42ND STREET

EXHIBIT A

CONFIRMATORY TRADEMARK ASSIGNMENT AGREEMENT

THIS AGREEMENT, effective as of the 25th day of May, 2011, is by and between Referral Institute Management, LLC ("RI"), a California limited liability company with offices at 705 Holly Ave., Rohnert Park, CA 94928, David Alexander ("Alexander"), Referrals4Life, LLC, a Georgia limited liability company with offices at 4994 Lower Roswell Road, Suite 11, Marietta, GA 30068, Ivan Misner Ph.D. ("Misner"), and Tim Paulin ("Paulin") (hereinafter, collectively the "Parties").

The Parties hereby confirm that:

Pursuant to the terms of a previously entered into Trademark Assignment Agreement, all rights, title and interest Paulin, Alexander, or R4L may have owned in the REFERRALS FOR LIFE mark, and all registrations therefor, including but not limited to Reg. No. 3470162, and all goodwill associated therewith were assigned to RI.

IN WITNESS WHEREOF,

Referral Institute, LLC

Michael Macedonia
By: Michael Macedonia
Title: President
Date: 7/4/11

Tim Paulin

Tim Paulin
Date: 6-23-11

Ivan Misner, Ph.D.

Ivan Misner
Date: 6/24/11

Referrals4Life, LLC

David Alexander
By: David Alexander
Title: CEO
Date: 5/25/11

David Alexander

David Alexander
Date: 5/25/11

CONFIRMATORY TRADEMARK ASSIGNMENT AGREEMENT

THIS CONFIRMATORY TRADEMARK ASSIGNMENT AGREEMENT is entered into as of the 22nd day of December, 2010, by and between Referral Institute, LLC ("Referral Institute"), and Dr. Ivan Misner ("Misner") (collectively referred to as the "Parties").

WHEREAS, Referral Institute LLC operates a referral marketing training program through franchised operations;

WHEREAS, Misner was a founder of the Referral Institute and was involved in the selection of its branding, which included the designation REFERRALS FOR LIFE;

WHEREAS, in the course of the operation of the Referral Institute and the franchise operated by Tim Paulin and David Alexander, Misner, Tim Paulin and David Alexander commenced the application procedure for the Mark to provide protection for their Referral Institute business;

WHEREAS, the United States Patent & Trademark Office granted the trademark application for REFERRALS FOR LIFE (U.S. Reg. No. 3-470162);

WHEREAS, Misner agreed to have all rights in said Mark, including the goodwill associated therewith, assigned to the Referral Institute;

WHEREAS, the Parties wish to confirm and memorialize this ownership;

NOW, THEREFORE, in consideration of the previously exchanged consideration, as well as an acknowledgement that any liability created by the use of the Mark solely for Referral Institute business remains with Referral Institute, the sufficiency of which is acknowledged by the Parties, the Parties have agreed as follows:

1. Assignment. To the extent that Misner had any ownership in the Mark, Misner irrevocably assigns to Referral Institute all rights, title and interest, including all common law rights, in the United States and in the World, that Misner may have possessed in and to the Mark, and all goodwill associated with and symbolized by said Mark, and to all business assets pertaining to said Mark, such that Referral Institute shall be considered the successor in interest in and to the Mark. This assignment shall be deemed retroactive to the date that the Referral Institute first commenced use of the Mark, such that any use of the Mark for Referral Institute business by Misner shall be deemed Referral Institute business.

Referral Institute, LLC

Dr. Ivan Misner

By/Title: [Signature]

[Signature]

Date: 2/17/11

Date: 1/25/11

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