

Client Code: MASSCO.UCC1

**RECORDATION FORM COVER SHEET  
PATENTS ONLY**

To the Director, U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. Name of conveying party(ies): (List using letters or numbers for multiple parties)</p> <p><b>MASS CONNECTIONS, INC.</b></p> <p>Additional name(s) of conveying party(ies) attached?</p> <p>( ) Yes (X) No</p>                                                                                                                                                                                                                                                                                                                  | <p>2. Name and address of receiving party(ies):</p> <p><b>Name:</b> KNOBBE, MARTENS, OLSON, &amp; BEAR, LLP</p> <p><b>Internal Address:</b> FOURTEENTH FLOOR</p> <p><b>Street Address:</b> 2040 MAIN STREET</p> <p><b>City:</b> IRVINE <b>State:</b> CA</p> <p><b>ZIP:</b> 92614</p> <p>Additional name(s) of receiving party(ies) attached?</p> <p>( ) Yes (X) No</p> |
| <p>3. Nature of conveyance:</p> <p>( ) Assignment ( ) Security Agreement</p> <p>( ) Merger ( ) Change of Name</p> <p>(X) Other: <b>Security Interest</b></p> <p>Execution Date: (List as in section 1 if multiple signatures)</p> <p><b>NOVEMBER 2, 2009</b></p>                                                                                                                                                                                                                                                                     | <p>4. US or PCT Application number(s) or US Patent number(s):</p> <p>(X) Patent Application No.: 10/013,826</p> <p>Filing Date: 12/7/2001</p> <p>Additional numbers attached?</p> <p>(X) Yes ( ) No</p>                                                                                                                                                                |
| <p>5. Party to whom correspondence concerning document should be mailed:</p> <p><b>Customer No. 20,995</b></p> <p><b>Address:</b> Knobbe, Martens, Olson &amp; Bear, LLP<br/>2040 Main Street, 14<sup>th</sup> Floor<br/>Irvine, CA 92614</p> <p><b>Return Fax:</b> (949) 760-9502</p> <p><b>Attorney's Docket No.:</b> MASSCO.UCC1</p>                                                                                                                                                                                              | <p>6. Total number of applications and patents involved: 4</p>                                                                                                                                                                                                                                                                                                         |
| <p>7. Total fee (37 CFR 1.21(h)): \$160.00</p> <p>(X) Authorized to be charged to deposit account</p>                                                                                                                                                                                                                                                                                                                                                                                                                                | <p>8. Deposit account number: 11-1410</p> <p>Please charge this account for any additional fees which may be required, or credit any overpayment to this account.</p>                                                                                                                                                                                                  |
| <p>9. Statement and signature.</p> <p>To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document.</p> <p><u>STEVEN J. NATAUPSKY</u><br/>Name of Person Signing</p> <p><u>37,688</u><br/>Registration No.</p> <p><u></u><br/>Signature</p> <p><u>1/6/10</u><br/>Date</p> <p>Total number of pages including cover sheet, attachments and document: 5</p> |                                                                                                                                                                                                                                                                                                                                                                        |

Documents transmitted via Facsimile to be recorded with required cover sheet information to:

**Mail Stop Assignment Recordation Services**  
 Director, U.S. Patent and Trademark Office  
 P.O. Box 1450  
 Alexandria, VA 22313-1450  
**Facsimile Number: (571) 273-0140**

RECORDPA

700426523

**PATENT**  
**REEL: 023756 FRAME: 0084**

CH \$160.00 111410 10013826

| <u>Case No.</u> | <u>Title of Invention:</u>                                                       | <u>Application No.</u> | <u>Filing Date:</u> | <u>Patent No:</u> | <u>Date Issued:</u> |
|-----------------|----------------------------------------------------------------------------------|------------------------|---------------------|-------------------|---------------------|
| MASSCO.002A     | METHODS OF COORDINATING PRODUCT AND SERVICE DEMONSTRATIONS                       | 10/013826              | 12/7/2001           | 7444305           | 10/28/2008          |
| MASSCO.002CP1   | PROMOTIONAL EVENT TRACKING SYSTEM                                                | 11/059746              | 2/17/2005           |                   |                     |
| MASSCO.013A     | PREPAID MONETARY CARD FOR INCENTIVIZING RETURN CUSTOMERS                         | 10/814814              | 3/31/2004           |                   |                     |
| MASSCO.023A     | SYSTEM AND METHOD FOR STAFFING PROMOTIONAL EVENTS WITH QUALIFIED EVENT PERSONNEL | 11/022129              | 12/23/2004          |                   |                     |

**UCC FINANCING STATEMENT**

FOLLOW INSTRUCTIONS (front and back) CAREFULLY

**A. NAME & PHONE OF CONTACT AT FILER [optional]**Michell T Do  
(949) 760-0404**B. SEND ACKNOWLEDGMENT TO: (Name and Address)**Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street, 14th Floor  
Irvine, CA 92614  
USA

DOCUMENT NUMBER: 22821990002

FILING NUMBER: 09-7213018829

FILING DATE: 11/02/2009 14:56

IMAGE GENERATED ELECTRONICALLY FOR WEB FILING  
THE ABOVE SPACE IS FOR CA FILING OFFICE USE ONLY**1. DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (1a or 1b) - do not abbreviate or combine names**

|                                              |                                                   |                  |                                                                            |                                        |
|----------------------------------------------|---------------------------------------------------|------------------|----------------------------------------------------------------------------|----------------------------------------|
| OR                                           | 1a. ORGANIZATION'S NAME<br>Mass Connections, Inc. |                  |                                                                            |                                        |
|                                              | 1b. INDIVIDUAL'S LAST NAME                        |                  |                                                                            |                                        |
|                                              | FIRST NAME                                        |                  | MIDDLE NAME                                                                | SUFFIX                                 |
| 1c. MAILING ADDRESS<br>13131 E. 166th Street |                                                   | CITY<br>Cerritos | STATE<br>CA                                                                | POSTAL CODE<br>90703                   |
|                                              |                                                   |                  |                                                                            | COUNTRY<br>USA                         |
| 1d. SEE INSTRUCTIONS                         | ADD'L DEBTOR INFO                                 |                  | 1e. TYPE OF ORGANIZATION<br>Inc.                                           | 1f. JURISDICTION OF ORGANIZATION<br>CA |
|                                              |                                                   |                  | 1g. ORGANIZATIONAL ID#, if any<br><input checked="" type="checkbox"/> NONE |                                        |

**2. ADDITIONAL DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (2a or 2b) - do not abbreviate or combine names**

|                      |                            |      |                                                                 |                                  |
|----------------------|----------------------------|------|-----------------------------------------------------------------|----------------------------------|
| OR                   | 2a. ORGANIZATION'S NAME    |      |                                                                 |                                  |
|                      | 2b. INDIVIDUAL'S LAST NAME |      |                                                                 |                                  |
|                      | FIRST NAME                 |      | MIDDLE NAME                                                     | SUFFIX                           |
| 2c. MAILING ADDRESS  |                            | CITY | STATE                                                           | POSTAL CODE                      |
|                      |                            |      |                                                                 | COUNTRY                          |
| 2d. SEE INSTRUCTIONS | ADD'L DEBTOR INFO          |      | 2e. TYPE OF ORGANIZATION                                        | 2f. JURISDICTION OF ORGANIZATION |
|                      |                            |      | 2g. ORGANIZATIONAL ID#, if any<br><input type="checkbox"/> NONE |                                  |

**3. SECURED PARTY'S NAME (or NAME of TOTAL ASSIGNEE of ASSIGNOR S/P) - insert only one secured party name (3a or 3b)**

|                                                  |                                                                |                |             |                      |
|--------------------------------------------------|----------------------------------------------------------------|----------------|-------------|----------------------|
| OR                                               | 3a. ORGANIZATION'S NAME<br>Knobbe, Martens, Olson, & Bear, LLP |                |             |                      |
|                                                  | 3b. INDIVIDUAL'S LAST NAME                                     |                |             |                      |
|                                                  | FIRST NAME                                                     |                | MIDDLE NAME | SUFFIX               |
| 3c. MAILING ADDRESS<br>2040 Main St., 14th Floor |                                                                | CITY<br>Irvine | STATE<br>CA | POSTAL CODE<br>92614 |
|                                                  |                                                                |                |             | COUNTRY<br>USA       |

**4. This FINANCING STATEMENT covers the following collateral:**

See Attachment(s)

**5. ALT DESIGNATION:** ☐ LESSEE/LESSOR ☐ CONSIGNEE/CONSIGNOR ☐ BAILEE/BAILOR ☐ SELLER/BUYER ☐ AG. LIEN ☐ NON-UCC FILING☐ 6. This FINANCING STATEMENT is to be filed [for record] (or recorded) in the REAL ESTATE RECORDS  
Attach Addendum [if applicable]7. Check to REQUEST SEARCH REPORT(S) on Debtor(s)  
[ADDITIONAL FEE] [optional] ☐ All Debtors ☐ Debtor 1 ☐ Debtor 2**8. OPTIONAL FILER REFERENCE DATA**

MASSCO.UCC1

FILING OFFICE COPY

All of debtor's intellectual property that is the subject of secured party's representation, any recoveries from litigation involving such intellectual property and any other proceeds of such intellectual property, including, but not limited to, the property described below.

## U.S. Patent & Patent Applications

| Application No. | App. Filing Date | Patent No. | Issued Date | Title of Invention                                                             |
|-----------------|------------------|------------|-------------|--------------------------------------------------------------------------------|
| 11/059746       | 2/17/2005        | 7444305    | 10/28/2008  | METHODS OF COORDINATING PRODUCT AND SERVICE DEMONSTRATIONS                     |
| 10/814814       | 3/31/2004        |            |             | PROMOTIONAL EVENT TRACKING SYSTEM                                              |
| 11/022129       | 12/23/2004       |            |             | PREPAID MONETARY CARD FOR INCENTIVIZING RETURN CUSTOMERS                       |
|                 |                  |            |             | SYSTEM & METHOD FOR STAFFING PROMOTIONAL EVENTS WITH QUALIFIED EVENT PERSONNEL |

## U.S. Copyrights

| Registration No. | Reg. Date | Copyright Name                        |
|------------------|-----------|---------------------------------------|
| TX6160103        | 1/4/2005  | CONSUMER ROI MODEL                    |
| TX6159158        | 4/27/2005 | TOUCHAMERICA: THE CONSUMER CONNECTION |

## U.S. Trademarks & Trademark Applications

| Application No. | App. Filing Date | Registration No. | Reg. Date  | Trademark Name            |
|-----------------|------------------|------------------|------------|---------------------------|
|                 |                  | 3308018          | 10/9/2007  | RETAILMERCIALS            |
|                 |                  | 3406429          | 4/1/2008   | LIVE INSTOREMERCIALS      |
|                 |                  | 3184326          | 12/12/2006 | LIVE IN STORE COMMERCIALS |

All of debtor's intellectual property that is the subject of secured party's representation, any recoveries from litigation involving such intellectual property and any other proceeds of such intellectual property, including, but not limited to, the property described below.

| Application No. | App. Filing Date | Registration No. | Reg. Date | Trademark Name                                                   |
|-----------------|------------------|------------------|-----------|------------------------------------------------------------------|
|                 |                  | 2922796          | 2/1/2005  | JOIN THE FIGHT HELP KIDS EAT RIGHT (Stylized and/or with design) |
|                 |                  | 2389345          | 9/26/2000 | MASSCONNECTIONS                                                  |
|                 |                  | 2387197          | 9/19/2000 | MC MASSCONNECTIONS STYLIZED                                      |
|                 |                  | 3075899          | 4/4/2006  | COOLERKIT                                                        |
|                 |                  | 3474545          | 7/29/2008 | DEMO-2-DISPLAY                                                   |
|                 |                  | 3474546          | 7/29/2008 | SAMPLE & SELL IT                                                 |
|                 |                  | 3368950          | 1/15/2008 | IN STORE : ON LINE : IN LIFE                                     |
|                 |                  | 3447916          | 6/17/2008 | CONSUMER CONNECTOR                                               |
|                 |                  | 3678284          | 9/8/2009  | STAYINGCONNECTED.COM (Stylized and/or with Design)               |
|                 |                  | 3609985          | 4/21/2009 | MC LOGISTICS (stylized and/or with design)                       |
| 78/488374       | 9/23/2004        |                  |           | TABLEKIT                                                         |
| 78/714583       | 9/16/2005        |                  |           | CASTING CALL                                                     |
| 77/081409       | 1/11/2007        |                  |           | READY. SET. GO (stylized and/or with design)                     |
| 77/409607       | 2/29/2008        |                  |           | MC CONNECTORS (stylized and/or with design)                      |
| 77/545277       | 8/12/2008        |                  |           | STAY COOKING                                                     |
| 77/545285       | 8/12/2008        |                  |           | COOKING-HITS!                                                    |
| 77/545297       | 8/12/2008        |                  |           | RECIPE HITS                                                      |