

# PATENT ASSIGNMENT

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Turning Point for Life Inc.	12/21/2009
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	My College Advisor LLC
<b>Street Address:</b>	234 North Central Avenue
<b>City:</b>	Hartsdale
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10530
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Patent Number:	7162431
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(914)686-4824
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	914-686-4800
<b>Email:</b>	rsocko@homlegal.com
<b>Correspondent Name:</b>	Robert S. Ocko, Harrington, Ocko & Monk
<b>Address Line 1:</b>	81 Main Street
<b>Address Line 2:</b>	Suite 215
<b>Address Line 4:</b>	White Plains, NEW YORK 10601
<b>NAME OF SUBMITTER:</b>	Robert S. Ocko
<b>Total Attachments: 2</b> source=Trademark and Patent Assignment 12-21-09#page1.tif source=Trademark and Patent Assignment 12-21-09#page2.tif	

OP \$40.00 7162431

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**PATENT**  
**REEL: 023821 FRAME: 0376**

## TRADEMARK AND PATENT ASSIGNMENT

**KNOW ALL PERSONS**, that in consideration of the sum of One Dollar (\$1.00), receipt of which is hereby acknowledged, TURNING POINT FOR LIFE INC, a New York corporation with its principal place of business at 234 North Central Avenue, Hartsdale, New York 10530 ("Assignor"), hereby assigns and transfers to MY COLLEGE ADVISOR LLC, a New York limited liability company with its principal place of business at 234 North Central Avenue, Hartsdale, New York (Assignee"), the following:

All of Assignor's common law and statutory right, title and interest in and to the following names for which applications for registration of trademarks were previously filed in the U.S. Patent and Trademark Office:

<i>Mark</i>	<i>U.S.P.T.O. Serial No.:</i>
MY COLLEGE ADVISOR(Stylized)	78/782156
MY COLLEGE FINDER	78/782163
FIND MY COLLEGE IN 28 MINUTES	78/782173
MY COLLEGE GUIDEBOOK	78/782180
HOW TO WIN THE COLLEGE ADMISSIONS CONTEST	78/782191

All of Assignor's right, title and interest in the following trademarks registered in the U.S. Patent and Trademark Office:

<i>Mark</i>	<i>Registration No.:</i>
MY COLLEGE ADVISOR	3,071,544

All of Assignor's right, title and interest in the following inventions for which Letters Patent of the United States of America were issued by the U.S. Patent and Trademark Office, and to any and all divisions, reissues, continuations and extensions thereof for the full term or terms for which the same may be granted:

<i>Title:</i>	EDUCATIONAL INSTITUTION SELECTION SYSTEM AND METHOD
<i>Application No.</i>	10/704,763
<i>Filed:</i>	November 12, 2003
<i>Patent No.</i>	7,162,431
<i>Patent Issue Date:</i>	January 9, 2007

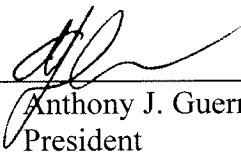
Assignor covenants that it has the full right to convey the entire interest herein assigned and that it has not executed, and will not execute, any agreement in conflict herewith except that Assignor agrees to execute all papers necessary in connection with this assignment and also to execute any separate assignments in connection therewith deemed necessary or expedient by Assignee.

**THE ASSIGNMENT AND TRANSFER** of said trademark applications, trademark, inventions and Letters Patent shall be effective as of the 21<sup>st</sup> day of Dec, 2009.

**IN WITNESS WHEREOF**, Assignor has caused this assignment to be duly executed as of the date indicated below.

Dated: December 21, 2009

Turning Point For Life Inc.

By:   
Anthony J. Guerra  
President

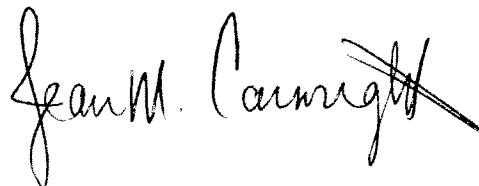
State of New York )

County of Dutchess )

On the 21<sup>st</sup> day of December, 2009, before me personally appeared Anthony J. Guerra, who acknowledged himself to be the president of Turning Point For Life Inc., a New York corporation, and that he as such officer, being authorized to do so, executed the foregoing instrument for the purposes therein contained by signing the name of corporation by himself as such officer.

(Seal)

Notary Public



JEAN M. CARNRIGHT  
Notary Public, State of New York  
Residing in and for Dutchess County  
My Commission Expires 8/29/2013  
Registration # 01CA4897203