

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	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>
LMD Marketing of Kansas, Inc.		10/28/2003	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Summit Marketing Group, Inc.		
<b>Street Address:</b>	488 Flanders Drive		
<b>City:</b>	Saint Louis		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63122		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2377363	WISDOM	
Registration Number:	2480154	BED & BREAD CLUB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(314)984-9252		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	aghadoe@charter.net		
<b>Correspondent Name:</b>	Matthew McCarthy		
<b>Address Line 1:</b>	488 Flanders Drive		
<b>Address Line 4:</b>	Saint Louis, MISSOURI 63122		
<b>NAME OF SUBMITTER:</b>	Matthew McCarthy		
<b>Signature:</b>	/matthew mccarthy/		
<b>Date:</b>	03/23/2007		

Total Attachments: 2  
 source=WISDOM B&B ASSIGN1\_20070323141718#page1.tif

OP \$65.00 2377363



## ASSIGNMENT AGREEMENT

This Assignment Agreement (the "Assignment"), effective as of October 28, 2003 (the "Effective Date") is by and between LMD Marketing of Kansas, Inc., a Missouri corporation ("Assignor"), and Summit Marketing Group, Inc., a Missouri corporation ("Assignee").

### RECITALS

WHEREAS, prior to the Effective Date Assignor owned and was using the two service marks identified in Exhibit A (the "Marks") attached hereto, in the United States of America, and

WHEREAS, Assignee desires to acquire all right, title and interest (including any common law rights) in and to the Marks, and all goodwill associated therewith, and

WHEREAS, Assignor is a wholly owned subsidiary of Assignee.

NOW, THEREFORE, the parties hereto agree as follows:

1. **Assignment.** For \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby confirm that it has sold, assigned and transferred, and does hereby further sell, assign and transfer to Assignee, its successors and assigns, all of its right, title and interest in the United States of America and all foreign countries, in, to and under said Marks, all applications and registrations therefor, together with any and all of the goodwill of the business symbolized by and associated with said Marks, and income, royalties, fees, damages and payments due after the Effective Date or hereafter due or payable in respect thereto, and in and to any and all causes of action (either in law or in equity), and the right to enforce any rights and file any causes of action, including the right to recover damages, for any past, present or future infringement or misappropriation of any of the Marks.

2. **Miscellaneous.** Assignor hereby agrees to execute, acknowledge and deliver any and all documents as Assignee may deem desirable or necessary to make a record with any all governmental agencies, authorities, courts, tribunals or third parties, of the fact that Assignee owns all right, title and interest in and to the Marks, and any and all goodwill associated therewith, and that Assignor no longer has any right, title or interest in or to the Marks.

WHEREFORE, Assignor has caused this Assignment to be duly executed below by its duly authorized officer.

LMD Marketing of Kansas, Inc. ("Assignor")

By: \_\_\_\_\_

Title: *Chairman*

Summit Marketing Group, Inc. ("Assignee")

By: \_\_\_\_\_

Title: *CEO*

**EXHIBIT A**

<b><u>MARK</u></b>	<b><u>REG. #</u></b>	<b><u>REG. DATE</u></b>	<b><u>Services/Intl. Class No.</u></b>
WISDOM	2,377,363	08/15/2000	Charitable fundraising services, namely, providing management of and access to donor data to non-profit organizations over the global computer network (IC 36)
Bed & Bread Club	2,480,154	08/21/2001	Charitable fundraising services (IC 36)