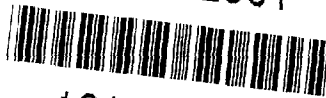


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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Acxiom Corporation
[] Individual(s) [] Association
[] General Partnership [] Limited Partnership
[X] Corporation-State Delaware
[] Other
Additional name(s) of conveying party(ies) attached? [] Yes [X] No

2. Name and address of receiving party(ies)
Name: Acxiom RTC, Inc.
Internal
Address:
Street Address: One Information Way
City: Little Rock State: AR Zip: 72201
[] Individual(s) citizenship
[] Association
[] General Partnership
[] Limited Partnership
[X] Corporation-State Delaware
[] Other
If assignee is not domiciled in the United States, a domestic representative designation is attached: [] Yes [X] No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? [] Yes [X] No

3. Nature of conveyance:
[X] Assignment [] Merger
[] Security Agreement [] Change of Name
[] Other
Execution Date: August 22, 2001

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s)
2,466,544
Additional number(s) attached [] Yes [X] No

6. Total number of applications and registrations involved: 1

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: J. Charles Dougherty
Internal Address: Wright, Lindsey & Jennings LLP
Street Address: 200 W. Capitol Avenue, Suite 2200
City: Little Rock State: AR Zip: 72201

7. Total fee (37 CFR 3.41).....\$ 40.00
[X] Enclosed
[] Authorized to be charged to deposit account
8. Deposit account number: 23-3263
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
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.
J. Charles Dougherty
Name of Person Signing
Signature
Date: 8-30-01

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

09/07/2001 AHMED1 00000010 2466544

40.00 DP

TRADEMARK REEL: 002363 FRAME: 0972

TRADEMARK ASSIGNMENT

WHEREAS, Acxiom Corporation, a Delaware corporation, of One Information Way, Little Rock, Arkansas 72202, has adopted, used, and is using a mark registered in the United States Patent and Trademark Office as Registration No. 2,466,544 ("LifeTraits"), (the Mark); and

WHEREAS, Acxiom RTC, Inc., of One Information Way, Little Rock, Arkansas 72202, desires to acquire the Mark and its registration;

For good and valuable consideration, receipt of which is hereby acknowledged, Acxiom Corporation assigns to Acxiom RTC, Inc., all right, title, and interest in and to the Mark and its registration, together with the goodwill of the business symbolized by the Mark.

Acxiom Corporation

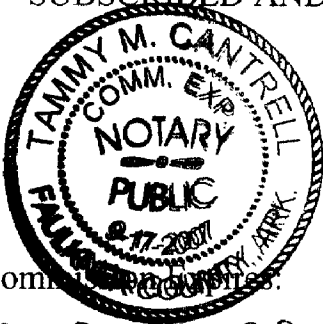
By: Catherine L. Hughes
Catherine L. Hughes
Secretary of Acxiom Corporation

STATE OF ARKANSAS

COUNTY OF FAULKNER

SUBSCRIBED AND SWORN TO before me, a notary public, this 22nd day of August,

2001.




Tammy M. Cantrell
Notary Public

My Comm. Expires: 9-17-2007

The Commissioner is hereby authorized to charge any further fees associated with this communication, or to credit any overpayments, to Deposit Account No. 23-3263.

Respectfully submitted,

Date: 8-30-01



J. Charles Dougherty
PTO Reg. No. 41, 715
Wright, Lindsey & Jennings LLP
200 West Capitol Avenue, Suite 2200
Little Rock, Arkansas 72201
(501) 371-0808