

09-10-2001



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

REI 101837611 TRADEMARKS ONLY

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

9-4-01

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State Delaware, Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: August 14, 2001

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, Corporation-State Delaware, Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,454,368

Additional number(s) attached Yes No

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

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

- 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

8-30-01 Date

Total number of pages including cover sheet, attachments, and document: 3

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

09/07/2001 AAHMED1 00000012 2454368

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TRADEMARK REEL: 002363 FRAME: 0975

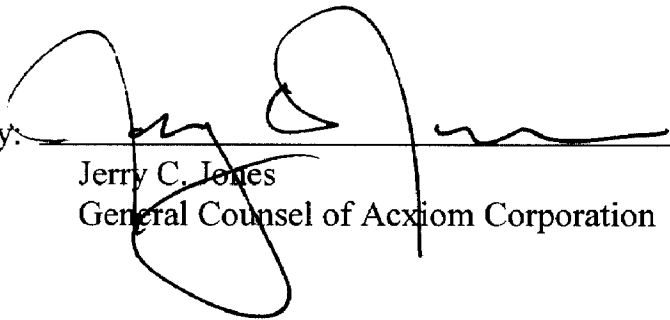
TRADEMARK ASSIGNMENT

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. 2,454,368 ("AcxiCounts"), (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

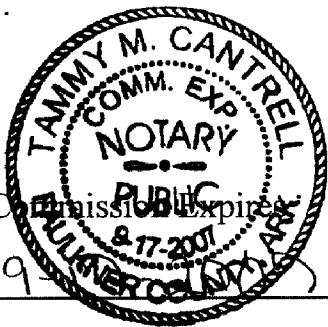
By: 
Jerry C. Jones
General Counsel of Acxiom Corporation

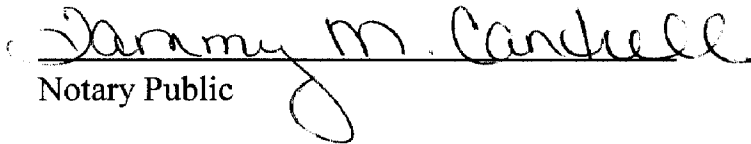
STATE OF ARKANSAS

COUNTY OF FAULKNER

SUBSCRIBED AND SWORN TO before me, a notary public, this 14th day of August,

2001.




Notary Public

My Commission Expires
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