

09-10-2001



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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): 9-4-01
Acxiom Corporation

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

Additional name(s) of conveying party(ies) attached? Yes 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: 72202

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: July 16, 2001

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s)
2,444,453

Additional number(s) attached Yes No

6. Total number of applications and registrations involved: _____

7. Total fee (37 CFR 3.41).....\$ 40.00
 Enclosed
 Authorized to be charged to deposit account

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

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 [Signature] 8-30-01
Name of Person Signing Signature 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 0000011 244445

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TRADEMARK REEL: 002363 FRAME: 0990

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 the following ("the Mark"):

Mark

Registration No.

Acxiom Explorer

2,444,453

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

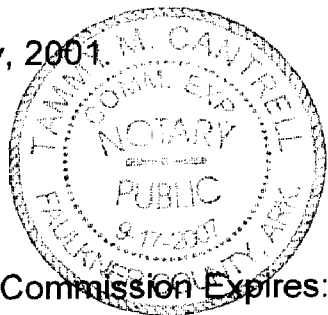
By: Catherine Hughes
Catherine Hughes
Corporate Counsel

STATE OF ARKANSAS

COUNTY OF PULASKI

SUBSCRIBED AND SWORN TO before me, a notary public, this 16th day of

July, 2001.



Tammie M. Cantrell
Notary Public

My Commission Expires:

9-17-2007