

FORM PTO-1594
(Rev. 8-93)

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

OMB No. 0651-0011 (exp. 4/94)

Atty Docket No. 43185.258956

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

1. Name of conveying party(ies):

EQUIFAX DIRECT MARKETING SOLUTIONS, INC.

- Individuals(s)
- General Partnership
- Corporation-State of Georgia
- Other

- Association
- Limited Partnership

Additional names(s) of conveying party(ies) attached Yes No

3. Nature of conveyance:

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

Execution Date: **January 28, 2002**

2. Name and address of receiving party(ies)

Name: **EQUIFAX INC.**

Internal Address:

Street Address: **1550 PEACHTREE STREET N.W.**

City: **ATLANTA** State: **GA** Zip: **30309**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State **Georgia**
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

Additional names(s) & address(es) attached? Yes No

4. Application numbers(s) or patent numbers(s):

A. Trademark Application Nos.

B. Trademark Registration Nos.

1,844,687

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **William H. Brewster**

Internal Address: **KILPATRICK STOCKTON LLP**

Street Address: **1100 Peachtree Street, Suite 2800**

City: **Atlanta** State: **GA** Zip: **30309-4530**

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

The Commissioner is authorized to charge any deficiency in the required fee or credit any over payment to Deposit Account No. 11-0860.

8. Deposit account number:

11-0860

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.

Lise Shettler

Name of Person Signing

Signature

Date

February 7, 2002

Total number of pages including cover sheet, attachments, and document: **2**

TRADEMARK

REEL: 002407 FRAME: 0953

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made, effective as of the date inscribed below, between Equifax Direct Marketing Solutions, Inc., a corporation organized under the laws of the State of Georgia, with its principal place of business at 1550 Peachtree Street, N.W., Atlanta, Georgia 30309 ("Assignor") and Equifax Inc., a corporation organized under the laws of the State of Georgia, with its principal place of business at 1550 Peachtree Street, N.W., Atlanta, Georgia 30309 ("Assignee").

WHEREAS, Assignor is the record owner of the U.S. Registration No. 1,844,687 for the MATCHMAKER Mark ("Mark"); and

WHEREAS, Assignor wishes to assign, grant and deliver exclusively to Assignee all rights, title and interest of every kind and nature in and to the Mark, together with the goodwill and business of Assignor to which the Mark pertains, and all rights of action and claims, including actions and claims for past infringement, thereof;

NOW THEREFORE, in consideration for one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns all rights, title and interest in and to the Mark and the registration thereof together with the *good will of the business* which is symbolized by the Mark and with the right to recover for damages and profits and all other remedies for past infringements thereof.

Executed on this 28th day of January, 2002.

EQUIFAX DIRECT MARKETING SOLUTIONS, INC.

By: 

Title: V.P. Carol Gault Secretary