

11-06-2002

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

102273531

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

1. Name of conveying party(ies):

Real Time Research, Inc.

10-11-02

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

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

3. Nature of conveyance:

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

Execution Date: 10/04/2002

2. Name and address of receiving party(ies)

Name: Active Decisions, Inc.

Internal
Address: Suite 500

Street Address: 1400 Fashion Island Blvd.

City: San Mateo State: CA Zip: 94404

- 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) 2259373

Additional number(s) attached Yes No

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

Name: Anne Hiaring

Internal Address:

Street Address: 19 Brookmont

City: San Anselmo State: CA Zip: 94960

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:

11/05/2002

BYRNE 00000202 2259373

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9. Signature.

40.00 DP

Anne Hiaring

Name of Person Signing

Signature

October 9, 2002

Date

2

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

TRADEMARK
REEL: 002611 FRAME: 0529

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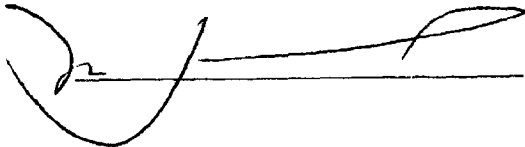
**ASSIGNMENT OF TRADEMARK
and TRADEMARK REGISTRATION**

Whereas Real Time Research, Inc., a Delaware corporation, with principal place of business at 81 Ord Street, San Francisco, California 94114 ("Registrant") is the owner of the trademark ACTIVE BUYER'S GUIDE which is the subject of U.S. Trademark Registration No. 2,259,373 (the "Mark"); and

Whereas Active Decisions, Inc., a Delaware corporation, with principal place of business at 1400 Fashion Island Blvd., Suite 500, San Mateo, CA 94404 ("Assignee") has acquired that portion of the goodwill of the business of Registrant associated with the Mark, including the registration, and is the successor in interest to that portion of business of the Registrant to which the mark pertains pursuant to Section 10 of the Lanham Act, 15 U.S.C. 1060.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Registrant hereby assigns to Assignee all right, title, and interest in and to the Mark, together with the goodwill of that portion of the business to which the Mark applies, and the above Certificate of Registration therefor.

The record of this assignment shall be entered in the records of the United States Patent and Trademark Office.

A handwritten signature in black ink, appearing to be 'J. J. [unclear]', written over a horizontal line.

Dated: 10/4/2012