

02-27-2003

Form PTO-1594 (Rev. 10/02) **2-24-03** RE 1  
OMB No. 0651-0027 (exp. 6/30/2005)  
Tab settings ⇨ ⇨ ⇨



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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):  
Direct Marketing Technology, Inc.

- Individual(s)
- General Partnership
- Corporation-State: Illinois
- Other \_\_\_\_\_
- Association
- Limited Partnership

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

3. Nature of conveyance:  
 Assignment (nunc pro tunc)  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_

Execution Date: March 31, 2000

2. Name and address of receiving party(ies)  
Name: Experian Marketing Solutions, Inc.

Internal Address: \_\_\_\_\_

Street Address: 475 Anton Blvd.

City: Costa Mesa State: CA Zip: 92626

- 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)  
2,038,346; 2,122,809; 2,007,320; 2,078,436

Additional number(s) attached  Yes  No

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

Name: R.J. Heher, Esq.

Internal Address: Fenwick & West LLP

Street Address: Silicon Valley Center

801 California Street

City: Mountain View State: CA Zip: 94041

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41) ..... \$ 115.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

DO NOT USE THIS SPACE

9. Signature.

R.J. Heher, Esq.  
Name of Person Signing

R. J. Heher  
Signature

February 18, 2003  
Date

Total number of pages including cover sheet, attachments, and document: 4

02/26/2003 DBYRNE

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

40.00 OP  
75.00 OP

01 FC:8521  
02 FC:8522

TRADEMARK  
REEL: 002678 FRAME: 0798

## TRADEMARK ASSIGNMENT

WHEREAS, Direct Marketing Technology, Inc., an Illinois corporation, having its place of business at 955 American Lane, Schaumburg, Illinois 60173-4998 ("Assignor"), is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

Trademark	Reg. No.	Reg. Date
Z-24	2,038,346	February 18, 1997
CIRCBASE	2,122,809	December 23, 1997
DIRECT SELECT	2,007,320	October 15, 1996
PROFESSOR LINGY	2,078,436	July 15, 1997

WHEREAS, Experian Marketing Solutions, Inc., a Delaware corporation, having its principal place of business at 475 Anton Blvd., Costa Mesa, California 92626 ("Assignee"), is desirous of acquiring said trademarks,

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, does hereby assign unto Assignee, all right, title and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to said trademarks together with the goodwill of the business symbolized by said trademarks and applications and registrations thereof, *nunc pro tunc*, effective March 31, 2000.

DIRECT MARKETING TECHNOLOGY, INC.

Date: 2/14/03

By: Jason O. Engel  
Name: Jason O. Engel  
Title: Vice President and Assistant Secretary

21297/00070/SF/5066459.1

**TRADEMARK**  
**REEL: 002678 FRAME: 0799**

Date: 2/14/03

By: Jason O. Engel

Name: Jason O. Engel

Title: Vice President and Assistant Secretary

State of California

County of Orange

On this 14<sup>th</sup> day of February, 2003, before me, Jennifer R. Calonico, a Notary Public in and for the State of California, personally appeared Jason O. Engel, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacities, and that by his signatures on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Jennifer R. Calonico  
Notary Public

