

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

Tab settings

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

1. Name of conveying party(ies): Insurance.com Insurance Agency, LLC. Includes checkboxes for Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, and Other Limited Liability Company - Utah.

2. Name and address of receiving party(ies): ComparisonMarket, Inc. Suite A, 29001 Solon Road, Solon, OH 44139. Includes checkboxes for citizenship and partnership types.

3. Nature of conveyance: Assignment. Execution Date: 07/17/2003. Includes checkboxes for Merger, Security Agreement, and Change of Name.

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 78/101752 and 76/131482.

B. Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed: Pamela J. Cyngier, Jones Day, North Point, 901 Lakeside Avenue, Cleveland, OH 44114.

6. Total number of applications and registrations involved: 2. 7. Total fee (37 CFR 3.41): \$ 65.00. Includes checkboxes for Enclosed and Authorized to be charged to deposit account.

8. Deposit account number: 50-1432 (Account 192822615003)

DO NOT USE THIS SPACE

9. Signature: Pamela J. Cyngier, 10/13/2003. Includes Name of Person Signing, Signature, and Date.

Total number of pages including cover sheet, attachments, and document: 4. Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments, Washington, D.C. 20231

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ASSIGNMENT OF MARKS

WHEREAS, Insurance.com Insurance Agency, LLC, a Utah limited liability company located at 1320 Centre Street, Suite 401, Newton, Massachusetts 02459, USA ("Assignor"), is the owner of the following applications and registration and the marks which they cover:

1. Australian Application No. 901,614 for INSURANCE.COM (and design);
2. Canadian Application No. 1,095,213 for INSURANCE.COM (and design);
3. European Community Registration No. 2,123,495 for INSURANCE.COM (and design)
4. United States Application Serial No. 78/101,752 for INSURANCE.COM; and
5. United States Application Serial No. 76/131,483 for INSURANCE.COM (and design); and

WHEREAS, ComparisonMarket, Inc., a Delaware corporation located at 29001 Solon Road, Suite A, Solon, Ohio 44139, USA ("Assignee"), wishes to acquire said marks together with the good will of the business with which said marks are used and which is symbolized by said marks and any and all registrations and applications for registration of said marks;

NOW, THEREFORE, for good and valuable consideration, Assignor hereby assigns to Assignee the entire right, title and interest in and to said marks, all registrations of and applications to register said marks, including the applications and registration listed above, the right to recover for past, present and future infringement or unauthorized use of said marks, and the good will of the business in connection with which said marks are used and which is symbolized by said marks.

Assignor requests the Commissioner of Patents & Trademarks to record Assignee as the registrant and owner of the Marks. Assignor shall provide Assignee cooperation and assistance at Assignee's request and expense in the implementation or perfection of this Assignment.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be duly executed as of the 17 day of July, 2003.

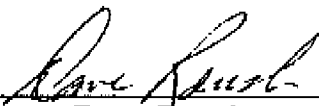
ASSIGNOR:

INSURANCE.COM, INSURANCE
AGENCY, LLC

By: Louis Geremia, Jr.
Title: President

ASSIGNEE:

COMPARISONMARKET, INC.



By: Dave Roush
Title: Chief Executive Officer

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment
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ASSIGNOR:

INSURANCE.COM, INSURANCE
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By: Louis Geremia, Jr.
Title: President

ASSIGNEE:

COMPARISONMARKET, INC.

By: Dave Roush
Title: Chief Executive Officer