

07-25-2003

Form PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)  
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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): 7-22-03  
Insurance.com Insurance Agency, LLC

- Individual(s)
- General Partnership
- Corporation-State
- Other Limited Liability Company - Utah
- 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: 07/17/2003

2. Name and address of receiving party(ies)

Name: ComparisonMarket, Inc.

Internal Address: Suite A

Street Address: 29001 Solon Road

City: Solon State: OH Zip: 44169

- 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

OFFICE OF RECEIVING DOCUMENTS  
2003 JUL 22 AM 9:57  
FINANCE SECTION

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) \_\_\_\_\_  
78/101752 and 76/131482

B. Trademark Registration No.(s) \_\_\_\_\_

Additional number(s) attached  Yes  No

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

Name: Pamela J. Cyngier

Internal Address: Jones Day

Street Address: North Point

901 Lakeside Avenue

City: Cleveland State: OH Zip: 44114

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

50-1432 (Account 192822615003)

07/24/2003 DRYRNE 00000243 501432 78101752

01 FC:8521 40.00 DA  
02 FC:8522 25.00 DA

DO NOT USE THIS SPACE

Pamela J. Cyngier

Name of Person Signing

Signature

07/18/2003

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

TRADEMARK  
REEL: 002785 FRAME: 0863

## 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:

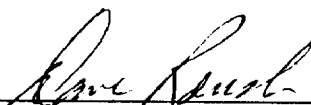
INSURANCE.COM, INSURANCE  
AGENCY, LLC

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By: Louis Geremia, Jr.  
Title: President

ASSIGNEE:

COMPARISONMARKET, INC.



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By: Dave Roush  
Title: Chief Executive Officer

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