

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Acxiom Corporation	May & Speh, Inc.	03/31/2003	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Trans Union LLC		
Street Address:	555 West Adams Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60661		
Entity Type:	limited liability company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2013591	DATAKEY	
CORRESPONDENCE DATA			
Fax Number:	(404)572-6999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(404) 572-6600		
Email:	trademarks@pgfm.com		
Correspondent Name:	Jason A. Bernstein		
Address Line 1:	191 Peachtree Street, N.E.		
Address Line 2:	Sixteenth Floor		
Address Line 4:	Atlanta, GEORGIA 30303-1736		
ATTORNEY DOCKET NUMBER:	0323-2-002-DATAKEY		
NAME OF SUBMITTER:	Jason A. Bernstein		
Total Attachments: 1 source=Datakey Assignment#page1.tif			

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TRADEMARK ASSIGNMENT

This assignment is made as of March 31, 2003, by and from Acxiom Corporation, successor by merge to May & Speh, Inc., a Delaware corporation having a postal address at #1 Information Way, Little Rock, AR 72203, hereinafter "Assignor", to Trans Union LLC, a Delaware limited liability company having a postal address at 555 West Adams Street, Chicago, Illinois 60661, hereinafter "Assignee".

For valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor assigns to Assignee as of March 31, 2003, all right, title, and interest in and to United States Trademark Registration No. 2,013,591, the trademark **DATAKEY** covered by said Registration, together with a associated goodwill, and in the common law rights related thereto, including, but not limited to, the right to sue for past, present, or future infringement and to collect and retain all damages and profit therefrom.

Assignor represents that it has valid title to the Marks and is under no encumbrances or restrictions in entering into this Agreement. Assignor and the individual executing this Assignment under seal represents that they have the requisite corporate authority to assign the Marks. Assignor further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in trademark **DATAKEY**.

Acxiom Corporation

By Randy Noble
Randy Noble Group Leader
Name & Title

State of Illinois)
County of Cook) ss

Before me on May 7, 2003, appeared Randy A. Noble, Group Leader of Acxiom Corporation, who acknowledged to me that he executed this instrument as his free and lawful act and as the free and lawful act of Acxiom Corporation.

[Signature]
Notary Public

