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Nov 8, 2003

Form PTO-1594 (Rev. 8/2001) OMB No. 0650-0027 (exp. 5/31/2002) Tab settings



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

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RE

To the Honorable Commissioner of Patents and Trademarks. Please return the required original documents or copy thereof.

1. Name of conveying party(ies): H-S-03 Acxiom Corporation, successor by merger to May & Speh, Inc., a Delaware corporation #1 Information Way Little Rock, AR 72203 5-8-03 [] Individual(s) [] Association [] General Partnership [] Limited Partnership [x] Corporation-State -- Delaware [] Other

2. Name and address of receiving party(ies) Name: Trans Union LLC Internal Address: Street Address: 555 West Adams Street City: Chicago State: Illinois Zip: 60661 [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [x] Corporation-State -- Delaware [] Other

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

3. Nature of conveyance: [x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: May 7, 2003

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)

2,013,591

Additional number(s) attached [] Yes [x] No

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

Name: Allen J. Hoover

Internal Address:

Citicorp Building

Street Address: 500 West Madison Street

Suite 3800

City: Chicago State: Illinois Zip: 60661

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

[] Enclosed [x] Authorized to be charged to deposit account

8. Deposit account number: 23-0785

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Allen J. Hoover Name of Person Signing

Allen J. Hoover Signature

November 5, 2003 Date

Total number of pages including cover sheet, attachments, and document: 5

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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TRADEMARK REEL: 002864 FRAME: 0055

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(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

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): Acxiom Corporation, successor by merger to May & Speh, Inc., a Delaware corporation #1 Information Way Little Rock, AR 72203 [] Individual(s) [] Association [] General Partnership [] Limited Partnership [x] Corporation-State -- Delaware [] Other

2. Name and address of receiving party(ies) Name: Trans Union LLC Internal Address: Street Address: 555 West Adams Street City: Chicago State: Illinois Zip: 60664

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

3. Nature of conveyance: [x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: May 7, 2003

[] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [x] 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)

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Suite 3800

City: Chicago State: Illinois Zip: 60661

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

[] Enclosed [x] Authorized to be charged to deposit account

8. Deposit account number:

230,785

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Allen J. Hoover

Name of Person Signing

Allen J. Hoover

Signature

May 8, 2003

Date

Total number of pages including cover sheet, attachments, and document: 2

05/14/2003 BYRNE 00000126 230785 2013591

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40.00 CH

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

TRADEMARK ASSIGNMENT

This assignment is made as of March 31, 2003, by and from Acxiom Corporation, successor by merger 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 all 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 profits 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



TRADEMARK ASSIGNMENT

This assignment is made as of March 31, 2003, by and from Acxiom Corporation, successor by merger 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 all 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 profits 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

