

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
Proudfoot Reports Incorporated		10/06/2004	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	First Advantage Corporation
Street Address:	1 Progress Plaza
Internal Address:	Suite 2400
City:	St. Petersburg
State/Country:	FLORIDA
Postal Code:	33701
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Serial Number:	76527535	PROUDFOOTDIRECT
Registration Number:	2584529	PRIDE PROUDFOOT REPORTS INTERNET DELIVERY ENGINE

CORRESPONDENCE DATA	
Fax Number:	(312)236-7516
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-368-4000
Email:	ch.tm@piperrudnick.com
Correspondent Name:	Christina L. Martini
Address Line 1:	P.O. Box 64807
Address Line 4:	Chicago, ILLINOIS 60664-0807

ATTORNEY DOCKET NUMBER:	309153-000001
-------------------------	---------------

NAME OF SUBMITTER:	Helen M. Gentry
--------------------	-----------------

Total Attachments: 2
 source=PROUDFOOT Assignment#page1.tif

CH \$65.00 76527535

ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, Proudfoot Reports Incorporated, a New York corporation, having a place of business at 1300 Walt Whitman Road, Melville, NY 11747 ("Assignor"), is the sole and exclusive owner of the United States trademark registration and application described on Exhibit A attached hereto and made a part hereof (the "Marks"); and

WHEREAS, First Advantage Corporation, a Delaware corporation, having a place of business at 1 Progress Plaza, Suite 2400, St. Petersburg, FL 33701 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the said marks and the application and registration thereof;

NOW, THEREFORE, effective as of January 14, 2004, for and in consideration of the sum of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, assign, transfer and set over to said Assignee all its right, title and interest in, to and under said marks, and any and all registrations and applications therefor, together with the goodwill of the business symbolized by the Marks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

AND, said Assignor hereby covenants that it has full right to convey the entire interest herein assigned.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

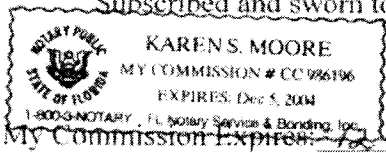
PROUDFOOT REPORTS INCORPORATED

By: *John C. Lamson*
John C. Lamson
Vice President

Date: 10/6/2004

STATE OF FLORIDA)
) SS
COUNTY OF PINELLAS)

Subscribed and sworn to before me this 6th day of October, 2004.



Karen S. Moore
Notary Public

EXHIBIT A

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
PRIDE PROUDFOOT REPORTS INTERNET DELIVERY ENGINE	2,584,529	June 25, 2002

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
PROUDFOOTDIRECT	76/527,535	July 3, 2003