

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Epicenter Group, LLP d/b/a The Data Warehousing Institute		12/17/1999	Limited Liability Partnership: TEXAS
RECEIVING PARTY DATA			
Name:	101communications LLC		
Street Address:	9121 Oakdale Avenue		
Internal Address:	Suite 101		
City:	Chatsworth		
State/Country:	CALIFORNIA		
Postal Code:	91311		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75430069	DATA WAREHOUSING: WHAT WORKS?	
CORRESPONDENCE DATA			
Fax Number:	(214)953-1121		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	214-953-1111		
Email:	sroberts@hitchcockevert.com		
Correspondent Name:	Elisabeth A. Evert		
Address Line 1:	P O Box 131709		
Address Line 4:	Dallas, TEXAS 75313-1709		
ATTORNEY DOCKET NUMBER:	101C-33335-US		
NAME OF SUBMITTER:	Elisabeth A. Evert		
Signature:	/Elisabeth A. Evert/		

OP \$40.00 75430069

Date:

02/08/2006

Total Attachments: 1

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ASSIGNMENT OF TRADEMARKS AND APPLICATIONS

The Epicenter Group, LLP, a Texas limited liability partnership d/b/a The Data Warehousing Institute ("Assignor"), with a principal place of business at 903 East 18th Street, Suite 115, Plano, Texas 75074, has adopted, used and registered with the United States Patent and Trademark Office the following mark: "The Data Warehousing Institute (and logo)", Registration Number 2,107,012 (the "Trademark").

Assignor has also adopted, used, and applied to register with the United States Patent and Trademark Office the following mark: "Data Warehousing: What Works", Serial Number 75/430069 (the "Application").

101communications LLC, a Delaware limited liability company ("Assignee"), wishes to acquire the Trademark, all rights arising in connection with the Application, and the pending registration of the subject Trademark.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns unto Assignee all of its rights, title and interest in and to the Trademark and the Application, together with the goodwill of the business symbolized by each, and the registration of the subject trademark of the Application.

Assignor further assigns to Assignee all right to sue for and receive damages accruing from past infringement of the Trademark or the subject trademark of the Application.

Assignor further undertakes that upon request of Assignee, it will execute all papers, make all rightful oaths, testify on behalf of Assignee, and do all other lawful acts necessary to carry out the intent of this Assignment, as well as to provide other material, information or assistance as Assignee may consider necessary to carry out the intent of this Assignment.

This Assignment is binding upon Assignor and Assignee, their respective successors and assigns, and all others acting by, through, with or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by duly authorized representative this 17th day of December, 1999.

The Epicenter Group, LLP d/b/a The Data Warehousing Institute

By: Steven A. Crofts
Steven A. Crofts
Managing Partner

Subscribed and sworn to before me at the
City of _____, State of _____
this 17th day of December, 1999

Signature _____ [seal]

My commission expires _____

[603517.1]