

# 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
Source Media, Inc.		03/28/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Accuity LLC		
Street Address:	4709 W. Golf Road, Suite 600		
City:	Skokie		
State/Country:	ILLINOIS		
Postal Code:	60076		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 21			
Property Type	Number	Word Mark	
Registration Number:	1580861	AMERICAN FINANCIAL DIRECTORY	
Registration Number:	1435133	ARIZONA BANK DIRECTORY	
Registration Number:	1435126	ARKANSAS BANK DIRECTORY	
Registration Number:	0062931	BLUE BOOK	
Registration Number:	1435134	CALIFORNIA FINANCIAL INSTITUTIONS DIRECTORY	
Registration Number:	3003475	FACFILE	
Registration Number:	1851372	FACS	
Registration Number:	1389528	FLORIDA FINANCIAL INSTITUTIONS DIRECTORY	
Registration Number:	1435123	GEORGIA BANK DIRECTORY	
Registration Number:	2801556	GLOBAL WATCHLIST	
Registration Number:	1697183	KENTUCKY FINANCIAL INSTITUTIONS DIRECTORY	
Registration Number:	1697180	LOUISIANA FINANCIAL DIRECTORY	
Registration Number:	0942000	RED BOOK	
Registration Number:	1325745	RED BOOK UPDATE	

CH \$540.00 1580861

900045456

TRADEMARK  
 REEL: 003279 FRAME: 0293

Registration Number:	1515191	QUALITRAN
Registration Number:	2093764	THE WIRE TRANSFER CONTROL SYSTEM
Serial Number:	78699139	ACCUITY
Serial Number:	78704770	ACCUITY INSIGHTFUL SOLUTIONS FOR SOUND TRANSACTIONS
Serial Number:	76611132	ASSET SECURITIZATION DIRECTORY
Serial Number:	76607610	ASSET SECURITIZATION DIRECTORY
Serial Number:	78704792	INSIGHTFUL SOLUTIONS FOR SOUND TRANSACTIONS

#### CORRESPONDENCE DATA

Fax Number: (949)451-4220

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 949-451-3800

Email: dsegal@gibsondunn.com

Correspondent Name: David A. Segal

Address Line 1: 4 Park Plaza, Jamboree Center

Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:	89798-00008
NAME OF SUBMITTER:	David A. Segal
Signature:	/david a. segal/
Date:	03/30/2006

#### Total Attachments: 4

source=accuityassignment#page1.tif

source=accuityassignment#page2.tif

source=accuityassignment#page3.tif

source=accuityassignment#page4.tif

## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "*Assignment*") is effective as of March 28, 2006 by and between Source Media Inc., a Delaware Corporation ("*Assignor*"), and Accuity LLC, a Delaware limited liability corporation ("*Assignee*").

5 WHEREAS, the Parties have entered into an Asset Contribution Agreement, dated December 29, 2006 (the "*Asset Contribution Agreement*"), pursuant to which, subject to the terms and conditions set forth therein, Assignor has agreed, among other things, to assign to Assignee all of its right, title and interest in and to certain trademarks registered with the United States Patent and Trademark Office and the appropriate offices of certain countries foreign to the United States and has filed applications for registration of trademarks (collectively, the "Trademark Applications") with the United States Patent and Trademark Office and the appropriate offices of certain countries foreign to the United States, in each case as and to the extent set forth on Exhibit A hereto, (the "Marks"), together with the goodwill of the Assignor's business ("*Business*") pertaining thereto.

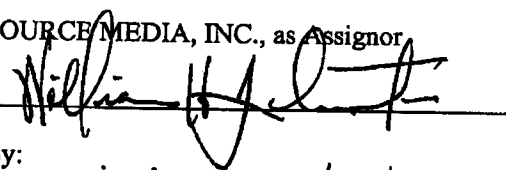
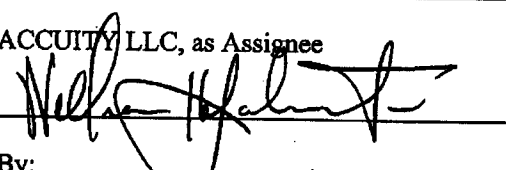
NOW, THEREFORE, in consideration of the foregoing premises, the covenants and agreements in this Assignment, Assignor agrees as follows:

1. Assignor does hereby sell, transfer, convey, assign and deliver to Assignee all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the Business pertaining thereto, the same to be held by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made; together with all claims for damages by reason of past infringements of the Marks, along with the right to sue for and collect such damages for the use and benefit of Assignee and its successors, assigns and other legal representatives.

2. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States to record Assignee as the assignee of all of Assignor's right, title and interest in and to the Marks in accordance with the terms of this instrument.

3. Assignor hereby represents and warrants that Assignor has the full power and has taken all necessary action to make the present assignment. Assignor further agrees that Assignor will, without demanding any further consideration therefor (other than such reasonable expenses as may be agreed upon by the parties from time to time), at the request of Assignee do all lawful and just acts including the execution and acknowledgment of instruments, that may be or become necessary for maintaining and perfecting and enforcing Assignee's rights in and to the Marks, particularly in cases of interference and litigation. Assignor makes no other representations or warranties herein regarding either this assignment or the subject matter thereof.

IN WITNESS WHEREOF, Assignee and Assignor have executed this Assignment to be effective on the date first above written.

SOURCE MEDIA, INC., as Assignor  By: Name: William H. Johnston Title: Chief Financial Officer	ACCUITY LLC, as Assignee  By: Name: William H. Johnston Title: Chief Financial Officer
--	--

# EXHIBIT A

## REGISTERED AND PENDING DOMESTIC AND INTERNATIONAL TRADEMARKS – ACCUITY LLC

Trademark – Accuity LLC	Reg. No.	Country	Owner
AMERICAN FINANCIAL DIRECTORY	1,580,861	U.S.	Source Media Inc.
ARIZONA BANK DIRECTORY	1,435,133	U.S.	Source Media Inc.
ARKANSAS BANK DIRECTORY	1,435,126	U.S.	Source Media Inc.
BLUE BOOK (Stylized)	062,931	U.S.	Source Media Inc.
CALIFORNIA FINANCIAL INSTITUTIONS DIRECTORY	1,435,134	U.S.	Source Media Inc.
FACFILE	3,003,475	U.S.	Source Media Inc.
FACS	1,851,372	U.S.	Source Media Inc.
FLORIDA FINANCIAL INSTITUTIONS DIRECTORY	1,389,528	U.S.	Source Media Inc.
GEORGIA BANK DIRECTORY	1,435,123	U.S.	Source Media Inc.
GLOBAL WATCHLIST	2,801,556	U.S.	Source Media Inc.
KENTUCKY FINANCIAL INSTITUTIONS DIRECTORY	1,697,183	U.S.	Source Media Inc.
LOUISIANA FINANCIAL DIRECTORY	1,697,180	U.S.	Source Media Inc.
RED BOOK	942,000	U.S.	Global Information Licensing Corporation
RED BOOK UPDATE	1,325,745	U.S.	Global Information Licensing Corporation
QUALITRAN	1,515,191	U.S.	Source Media Inc.
THE WIRE TRANSFER CONTROL SYSTEM (WTC)	2,093,764	U.S.	Source Media Inc.
ACCUITY	1,071,266	Australia	Source Media Inc.
ACCUITY	78/699,139	U.S.	Source Media Inc.
ACCUITY	4,603,452	European Community	SourceMedia
ACCUITY DEVICE	1,036,262	Australia	SourceMedia
ACCUITY INSIGHTFUL SOLUTIONS FOR SOUND TRANSACTIONS	4,603,684	European Community	Source Media Inc.

<b>Trademark – Accuity LLC</b>	<b>Reg. No.</b>	<b>Country</b>	<b>Owner</b>
ACCUTY INSIGHTFUL SOLUTIONS FOR SOUND TRANSACTIONS	78/704,770	U.S.	Source Media Inc.
ASSET SECURITIZATION DIRECTORY (35)	76/611,132	U.S.	Source Media Inc.
ASSET SECURITIZATION DIRECTORY (16)	76/607,610	U.S.	Source Media Inc.
INSIGHTFUL SOLUTIONS FOR SOUND TRANSACTIONS	78/704792	U.S.	Source Media Inc.

**Acknowledgment by Notary Public**

State of New York  
County of New York

On this 28th day of March, 2006, before me, the undersigned Notary Public, personally appeared William H. Johnston, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he or she executed the same.

Seal:

Signature: Barbara A. Isaacson

Name: BARBARA A. ISAACSON, Notary Public  
BARBARA A. ISAACSON  
Notary Public, State of New York  
No. 01H04604928  
Qualified in Westchester County  
Commission Expires April 30, 2007