

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
iCrossing, Inc.		05/05/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hitwise Pty. Ltd.		
<b>Street Address:</b>	300 Park Avenue South, 9th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10010		
<b>Entity Type:</b>	CORPORATION: AUSTRALIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78474037	SEARCH INTELLIGENCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(602)916-5651		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	ssmith@fclaw.com		
<b>Correspondent Name:</b>	Stacie K. Smith		
<b>Address Line 1:</b>	3003 N. Central Avenue, Suite 2600		
<b>Address Line 4:</b>	Phoenix, ARIZONA 85012		
<b>ATTORNEY DOCKET NUMBER:</b>	16294.005		
<b>NAME OF SUBMITTER:</b>	Stacie K. Smith		
<b>Signature:</b>	/Stacie K. Smith/ssb/		
<b>Date:</b>	05/18/2006		

CH \$40.00 78474037

Total Attachments: 1

**900049272**

**TRADEMARK  
 REEL: 003311 FRAME: 0868**



**ASSIGNMENT OF TRADEMARK**

WHEREAS, iCrossing, Inc. ("iCrossing"), a domestic corporation, has adopted, used and is using the trademark SEARCH INTELLIGENCE (the "Mark"), for which iCrossing filed Application Serial No. 78/474,037 on September 2, 2004, in the United States Patent and Trademark Office for registration of the Mark; and

WHEREAS, Hitwise Pty. Ltd. ("Hitwise") an Australian corporation, is desirous of acquiring the Mark;

NOW, THEREFORE, for the sum of U.S. \$12,000, receipt of which is hereby acknowledged, and pursuant to the terms and conditions of that certain Settlement Agreement dated as of December 14, 2005, between Hitwise and iCrossing, iCrossing does hereby assign unto Hitwise all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark.

The Commissioner of Patents and Trademarks is requested to issue the certificate of registration to said assignee.

Dated: May 5, 2006

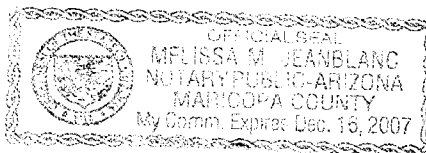
ICROSSING, INC.

By: [Signature]

Title: Counsel

State of Arizona  
County of Maricopa

Sworn to before me this  
5<sup>th</sup> day of May, 2006



[Signature]  
Notary Public