

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
ChoicePoint Asset Company		07/26/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Insurity Rating and Analytics Services Inc.
Street Address:	5035 South 110th Street
City:	Omaha
State/Country:	NEBRASKA
Postal Code:	68137
Entity Type:	CORPORATION: NEBRASKA

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2640220	ACCU-QUOTE
Registration Number:	1237819	PRIORITY
Registration Number:	2906930	PRIORITY AGENCY
Registration Number:	2573358	PRIORITY CREDITLINK
Registration Number:	2670860	PRIORITY DATALINK
Registration Number:	2406121	PRIORITYRATE
Registration Number:	2662851	PRIORITYRATE NVISION
Registration Number:	2504009	PRIORITY-QUOTE
Registration Number:	2438281	SHOP THE LIMITS
Registration Number:	2820324	SPEED RATER

CORRESPONDENCE DATA	
Fax Number:	(404)962-6785
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	404-885-3406

OP \$265.00 2640220

Email: trademarks@troutmansanders.com
Correspondent Name: Daniele E. Bourgeois/ Troutman Sanders
Address Line 1: 600 Peachtree Street NE
Address Line 2: Bank of America Plaza, Suite 5200
Address Line 4: Atlanta, GEORGIA 30308-2216

ATTORNEY DOCKET NUMBER:	22413.000052
NAME OF SUBMITTER:	Daniele E. Bourgeois
Signature:	/Daniele E. Bourgeois/
Date:	07/27/2006

Total Attachments: 2
source=TRADEMARK ASSIGNMENT-INSURITY RATING(p1)#page1.tif
source=TRADEMARK ASSIGNMENT-INSURITY RATING(p2)#page1.tif

INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT (the "Assignment") is made and entered into as of the 26th day of July, 2006, by and between ChoicePoint Asset Company, a Delaware corporation having its principal place of business at 1000 Alderman Drive, Alpharetta, Georgia 30005, (hereinafter referred to as "Assignor"), and Insurity Rating and Analytics Services Inc., a Nebraska corporation having a principal place of business at 5035 South 110th Street, Omaha, NE 68137 (hereinafter referred to as "Assignee").

WITNESSETH

WHEREAS, Assignor is the owner of all right, title and interest in and to the intellectual property set forth on Schedule A attached hereto and incorporated herein by this reference (the "Intellectual Property"); and

WHEREAS, Assignee and Assignor desire to enter into this Assignment to effect the transfer of the Intellectual Property to Assignee; and

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Transfer and Assignment. Assignor hereby grants, conveys and assigns to Assignee all of its right, title and interest in and to the Intellectual Property, together with the goodwill identified by the trademarks, along with the right to recover damages, profits and other remedies for past infringement of the Intellectual Property.

2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further acts, deemed necessary by Assignee to vest in Assignee all right, title and interest in and to the Intellectual Property, and to enable such right, title and interest to be recorded in the appropriate governmental authority or agency.

3. This Assignment: (a) is governed by Georgia law; (b) may not be amended except by a writing executed by all parties; and (c) supersedes any oral or written agreement, understanding, discussion or other documentation to the contrary.

"ASSIGNOR"

"ASSIGNEE"

ChoicePoint Asset Company

Insurity Rating and Analytics Services Inc.

By: 

By: 

Name: J. Michael de Janes

Name: J. Michael de Janes

Title: General Counsel

Title: General Counsel

Date: July 26, 2006

Date: July 26, 2006

TRADEMARK

REEL: 003356 FRAME: 0220

SCHEDULE A

Trademarks:

<u>Trademark</u>	<u>Country or State</u>	<u>Serial or Registration No.</u>	<u>Registration Date</u>
Accu-Quote	US	2,640,220	2002-10-22
Priority	US	1,237,819	1983-05-10
Priority Agency	US	2,906,930	2004-11-30
Priority Creditlink	US	2,573,358	2002-05-28
Priority Datalink	US	2,670,860	2003-01-07
PriorityRate	US	2,406,121	2000-11-21
PriorityRate NVision	US	2,662,851	2002-12-17
Priority-Quote	US	2,504,009	2001-11-06
Shop the Limits	US	2,438,281	2001-03-27
Speed Rater	US	2,820,324	2004-03-02