

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<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>
ChoicePoint Asset Company		07/31/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ChoicePoint Precision Marketing Inc.		
<b>Street Address:</b>	1000 Alderman Drive		
<b>City:</b>	Alpharetta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30005		
<b>Entity Type:</b>	CORPORATION: GEORGIA		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2405597	FIELD ASSIST	
Registration Number:	2179900	THE ONLY THING WORSE THAN DYING IS ... OUTLIVING YOUR MONEY	
Registration Number:	1231297	UNITED WIRE SERVICE	
Serial Number:	78668580	PRECISION DM	
Serial Number:	78668593	PRECISION CONNECT	
Serial Number:	78668601	PRECISION DIRECTOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(404)962-6836		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	404-885-3406		
<b>Email:</b>	trademarks@troutmansanders.com		
<b>Correspondent Name:</b>	Daniele E. Bourgeois, Esq.		
<b>Address Line 1:</b>	600 Peachtree Street, N.E.		
<b>Address Line 2:</b>	Troutman Sanders LLP - Suite 5200		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30308-2216		

**OP \$165.00 2405597**

ATTORNEY DOCKET NUMBER:	22413.19
NAME OF SUBMITTER:	Anne E. Yates
Signature:	/aey/
Date:	08/03/2006
Total Attachments: 2 source=TRADEMARK ASSIGNMENT (ChoicePoint Precision Marketing)(p1)#page1.tif source=TRADEMARK ASSIGNMENT (ChoicePoint Precision Marketing)(p2)#page1.tif	

**INTELLECTUAL PROPERTY ASSIGNMENT**

THIS INTELLECTUAL PROPERTY ASSIGNMENT (the "Assignment") is made and entered into as of the 31<sup>st</sup> 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 ChoicePoint Precision Marketing Inc., a Georgia corporation having a principal place of business at 1000 Alderman Drive, Alpharetta, Georgia 30005 (hereinafter referred to as "Assignee").

**WITNESSETH**

WHEREAS, Assignor is the owner of all right, title and interest in and to the intellectual property, including trademarks, copyrights and patents, 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, the portion of the underlying business associated with the marks PRECISION DM and PRECISION CONNECT, and 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

ChoicePoint Precision Marketing Inc.

By: J. Michael De Janes

By: J. Michael de Janes

Name: J. Michael De Janes

Name: J. Michael de Janes

Title: General Counsel

Title: General Counsel

Date: August 3, 2006

Date: August 3, 2006

**SCHEDULE A**

**Trademarks:**

<u>Trademark</u>	<u>Country or State</u>	<u>Registration No.</u>	<u>Registration Date</u>
Field Assist	US	2,405,597	2000-11-21
The Only Thing Worse Than Dying is . . . Outliving Your Money	US	2,179,900	1998-08-11
United Wire Service	US	1,231,297	1983-03-15

**Trademark Applications:**

<u>Trademark</u>	<u>Country or State</u>	<u>Serial No.</u>	<u>Filing Date</u>
Precision DM	US	78/668,580	2005-07-12
Precision Connect	US	78/668,593	2005-07-12
Precision Director	US	78/668,601	2005-07-12