

**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>    |
| Arc Worldwide, Inc.              |  | 09/22/2006            | CORPORATION: DELAWARE |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                       |
| <b>Name:</b>                     | MarketForward Corporation  |                       |                       |
| <b>Street Address:</b>           | 427 South LaSalle Street   |                       |                       |
| <b>City:</b>                     | Chicago  |                       |                       |
| <b>State/Country:</b>            | ILLINOIS   |                       |                       |
| <b>Postal Code:</b>              | 60605  |                       |                       |
| <b>Entity Type:</b>              | CORPORATION: ILLINOIS  |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                       |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>      | 2502386  | BRANDGUARD            |                       |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                       |
| <b>Fax Number:</b>               | (312)236-7516  |                       |                       |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                       |
| <b>Phone:</b>                    | 312.368.4000   |                       |                       |
| <b>Email:</b>                    | james.thiede@dlapiper.com  |                       |                       |
| <b>Correspondent Name:</b>       | R. Blake Johnston  |                       |                       |
| <b>Address Line 1:</b>           | PO Box 64807   |                       |                       |
| <b>Address Line 4:</b>           | Chicago, ILLINOIS 60664-0807   |                       |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 302933-000015  |                       |                       |
| <b>NAME OF SUBMITTER:</b>        | R. Blake Johnston  |                       |                       |
| <b>Signature:</b>                | /R. Blake Johnston/  |                       |                       |
| <b>Date:</b>                     | 09/28/2006   |                       |                       |

**CH \$40.00 2502386**

Total Attachments: 2

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## ASSIGNMENT OF TRADEMARK

WHEREAS, Arc Worldwide, Inc., a Delaware corporation, having its principal place of business at 35 West Wacker Drive, Chicago, Illinois 60601, ("*Assignor*"), is the sole and exclusive owner of U.S. Trademark Registration No. 2502386 for BRANDGUARD issued October 30, 2001 (the "*Mark*"); and

WHEREAS, MarketForward Corporation, an Illinois corporation, having its principal place of business at 427 South LaSalle Street, Chicago, Illinois 60605 ("*Assignee*"), desires to acquire the entire right, title and interest in, to and under the Mark; and

WHEREAS, Assignor has agreed to assign the Mark to Assignee under this agreement ("*Assignment*").

**NOW, THEREFORE**, for and in consideration of the sum of One Hundred Dollars (\$100.00), to it in hand paid by the Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, the Assignor does hereby sell, assign, transfer and convey to the Assignee all of Assignor's right, title and interest in, to and under the Mark and registration, together with the goodwill of the business symbolized by the Mark, together with all rights and privileges granted and secured by the Mark, including, without limitation, the right to sue and recover for any past, present and/or future infringement, such rights to be held and enjoyed by the Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment and sale had not been made.

IN TESTIMONY WHEREOF, each party has executed this Assignment by its proper officers thereunto duly authorized.

ASSIGNOR

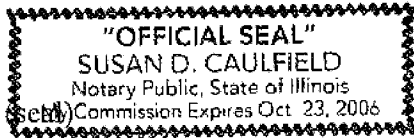
Name: Wendy Luddy

Title: President

Date: 9/22/06

State of Illinois }  
County of Cook } ss.

On this 22nd day of September, 2006 before me personally appeared the foregoing individual, who executed the foregoing instrument and who acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.



Susan D. Caulfield  
Notary Public,

Cook County, State of Illinois  
My Commission Expires: October 23, 2006

ASSIGNEE

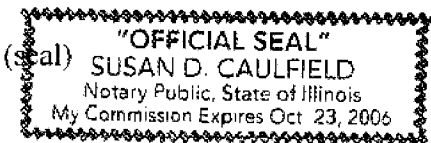
Name: Jim Nulty

Title: Executive Vice President

Date: 22 September 2006

State of Illinois }  
County of Cook } ss.

On this 22nd day of September, 2006 before me personally appeared the foregoing individual, who executed the foregoing instrument and who acknowledged to me that he/she executed the same of his/her own free will for the purposes therein set forth.



Susan D. Caulfield  
Notary Public,

Cook County, State of Illinois  
My Commission Expires: October 23, 2006