

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
Qsent, Inc.		09/30/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	TransUnion TeleData, LLC		
Street Address:	555 West Adams Street		
Internal Address:	c/o Trans Union LLC		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60661		
Entity Type:	LIMITED LIABILITY COMPANY: OREGON		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2847823	QSENT	
Registration Number:	2898489	IQ411	
CORRESPONDENCE DATA			
Fax Number:	(312)269-1747		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312.269.8000		
Email:	wlenz@ngelaw.com		
Correspondent Name:	William Lenz		
Address Line 1:	Two North LaSalle Street		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	010409-0005		
NAME OF SUBMITTER:	William J. Lenz		
Signature:	/William J. Lenz/		

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Date:

10/10/2006

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of September 30, 2006, by and between Qsent, Inc., a Delaware corporation (the "Company"), and TransUnion TeleData, LLC, an Oregon limited liability company ("Acquisition Sub").

WHEREAS, the Company owns (a) United States trademark Registration No. 2,847,824, registered June 1, 2004 for the mark QSENT, (b) United States trademark Registration No. 2,847,823, registered June 1, 2004 for the design mark QSENT, and (c) United States trademark Registration No. 2,898,489, registered November 2, 2004 for the mark IQ411 (together, the "Marks");

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of July 31, 2006, by and among the Company, Trans Union LLC, a Delaware limited liability company, and Acquisition Sub, Acquisition Sub acquired substantially all the assets of the Company, including *inter alia*, all right, title and interest in the Marks;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

In order to make and record a specific formal assignment of the Marks from the Company to Acquisition Sub, be it known that for good and valuable consideration, including consideration previously transferred, the receipt and sufficiency of which is hereby acknowledged, the Company has sold, assigned and transferred, and by this instrument does hereby sell, assign and transfer unto Acquisition Sub and its successors and assigns, all right, title and interest, throughout the world, in, to and under the Marks that Assignor may have, including without limitation: (i) registration numbers corresponding to the Marks, (ii) all common law rights in the Marks; (iii) any goodwill associated with and symbolized by the Marks; (iv) the right to further assign and/or to license any and all right, title and interest in the Marks; and (v) the right to sue and collect damages for past infringement of the Marks by any third party.

The Company does hereby covenant and agree, for itself and its successors and assigns, that it will execute and deliver to Acquisition Sub, without expense to itself, any and all additional documents and perform any further acts necessary to vest in Acquisition Sub the rights hereby conveyed.

[signature page follows]

IN TESTIMONY WHEREOF, the Company has caused this instrument to be signed by its duly authorized officer as shown below.

QSENT, INC., a Delaware corporation

By: *PC*
Name: *Patrick Cox*
Title: *CEO*

NOTARIAL CERTIFICATE

State of: *Oregon*)
County of: *Washington*) SS.

Subscribed and sworn to before me this *28th* day of *September*, 2006.

Notary Public: *Paula Holm Jensen* My commission expires: *March 28, 2008*

