

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
CreditCards.com, L.P.		10/30/2006	LIMITED PARTNERSHIP: TEXAS
RECEIVING PARTY DATA			
Name:	DeMarseCo Holdings, Inc.		
Street Address:	13809 Research Boulevard, Suite 785		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78750		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	78947265	NETFINITI	
Serial Number:	78947260	CREDITCARDS.COM	
Serial Number:	78947253	WHERE THE CHOICE IS YOURS	
CORRESPONDENCE DATA			
Fax Number:	(202)223-2085		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-861-3900		
Email:	dctrademarks@dlapiper.com		
Correspondent Name:	Ryan C. Compton, Esq. - DLA PIPER US LLP		
Address Line 1:	1200 Nineteenth Street, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036-2412		
ATTORNEY DOCKET NUMBER:	364111-1		
NAME OF SUBMITTER:	Ryan C. Compton, Esq.		

OP \$90.00 78947265

Signature:

/Ryan C. Compton/

Date:

03/02/2007

Total Attachments: 2

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10/29/06

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is entered into as of October 30, 2006 (the "Effective Date") by CreditCards.com, L.P., a Texas limited partnership ("Target"), in favor of DeMarseCo Holdings, Inc., a Delaware corporation ("Assignee"). Capitalized terms used but not defined in this Assignment have the meaning given to them in the Asset Purchase Agreement dated as of the Effective Date among Buyer, Target and the Target Partners, as defined therein (the "Purchase Agreement").

Target is the registrant and owner of record of certain trademarks and trademark applications and registrations for the marks listed on Schedule A (collectively, the "Trademarks");

As of the Effective Date, pursuant to the Purchase Agreement, Assignee agreed to purchase from Target and Target agreed to sell, transfer and deliver to Assignee, all of the Acquired Assets of Target; and

This Assignment is intended to effect a full and complete assignment by Target to Assignee of all rights in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Target hereby sells, assigns and transfers unto Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the Trademarks, including domestic and foreign rights, including without limitation: (i) all goodwill of Target's Acquired Assets; (ii) any and all trademark applications and renewals and all registrations or certificates that may be issued or granted therefor; (iii) all income, royalties, damages and payments now or hereafter due or payable in respect to the Trademarks; (iv) all causes of action, either in law or in equity, for damages for past, present or future infringement of the Trademarks, throughout the entire world; and (v) the right throughout the world to file applications and renewals and obtain trademark registrations in the Trademarks in Assignee's own name throughout the world, including without limitation, all rights of priority.

EXECUTED as of the Effective Date.

CREDITCARDS.COM, L.P.,
a Texas limited partnership

By: CCDC Management, LLC,
its General Partner

By: 
Jeff Whitmire, President

SCHEDULE A

1. USPTO Trademark Application for the mark "NETFINITI", Serial Number 78947265.
2. USPTO Trademark Application for the mark "CreditCards.com", Serial Number 78947260.
3. USPTO Trademark Application for the mark "WHERE THE CHOICE IS YOURS", Serial Number 78947253.
4. Any and all common law trademarks owned by Assignor and relating to the business conducted under the name "CreditCards.com."
5. Unregistered trademark rights in GET THE CREDIT YOU DESERVE.