

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TRUECHOICE SOLUTIONS, INC.		10/12/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MONTAGE CAPITAL, LLC		
Street Address:	5201 Great American Parkway		
Internal Address:	Suite 320		
City:	Santa Clara		
State/Country:	CALIFORNIA		
Postal Code:	95054		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	78912134	TRUEWEALTH	
Serial Number:	78908842	TRUEVOICE	
Registration Number:	2932869	THE SCIENCE OF CHOICE	
Registration Number:	2961141	TRUECHOICE	
CORRESPONDENCE DATA			
Fax Number:	(858)550-6420		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	858-550-6403		
Email:	erin.obrien@cooley.com		
Correspondent Name:	Erin O'Brien		
Address Line 1:	c/o Cooley Godward Kronish LLP		
Address Line 2:	4401 Eastgate Mall		
Address Line 4:	San Diego, CALIFORNIA 92121		
ATTORNEY DOCKET NUMBER:	306316-113 TRUECHOICE		

CH \$115.00 78912134

NAME OF SUBMITTER:	Erin O'Brien
Signature:	/Erin O'Brien/
Date:	11/02/2007
Total Attachments: 5 source=TrueChoice signed IPSA#page1.tif source=TrueChoice signed IPSA#page2.tif source=TrueChoice signed IPSA#page3.tif source=TrueChoice signed IPSA#page4.tif source=TrueChoice signed IPSA#page5.tif	

INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of October 12, 2007 by and between Montage Capital, LLC, a California limited liability company ("Lender") and TRUECHOICE SOLUTIONS, INC., a Delaware corporation ("Borrower").

RECITALS

Lender has agreed to make certain advances of money and to extend certain financial accommodations to Borrower under that certain Loan and Security Agreement by and between Lender and Borrower dated of even date herewith (as amended from time to time, the "Loan Agreement"). Capitalized terms used herein are used as defined in the Loan Agreement. Pursuant to the terms of the Loan Agreement, Borrower has granted to Lender a security interest in its personal property.

NOW, THEREFORE, Borrower agrees as follows:

AGREEMENT

To secure its obligations under the Loan Agreement and under any other agreement now existing or hereafter arising between Borrower and Lender, Borrower grants to Lender a security interest in all of Borrower's right, title and interest in, its intellectual property (including without limitation those Copyrights, Patents and Trademarks listed on Schedules A, B and C hereto) and all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions continuations, renewals, extensions and continuations-in-part thereof. Borrower represents and warrants that Exhibits A, B, and C attached hereto set forth any and all intellectual property rights in connection to which Borrower has registered or filed an application with either the United States Patent and Trademark Office or the United States Copyright Office, as applicable. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute the same instrument.

[Signature page follows.]

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

BORROWER:

Address of Borrower:

1375 Broadway, 11th Floor
New York, NY 10018
Attn: Sev K-H Keil

TRUECHOICE SOLUTIONS, INC.

By: 

Name: Sev K-H Keil

Title: Chairman & CEO

LENDER:

Address of Lender:

5201 Great America Parkway, Suite 320
Santa Clara, CA 95054
Attn: Damon Doe

MONTAGE CAPITAL, LLC,

By: 

Name: DAMON DOE

Title: MANAGING PARTNER

EXHIBIT B

Patents

<u>Description</u>	<u>Patent/ Serial Number</u>	<u>Issue /Application Date</u>
System to quantify consumer preferences	09/754,612	01/04/01
System to provide consumer preference information	09/845,051	04/27/01
System to quantify consumer preferences	10/635,387	08/06/03
System to determine respondent-specific product attribute levels	11/089,271	03/24/05
Preference information-based metrics	7,191,143	03/13/07

EXHIBIT C

Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
TrueWealth	78/912,134	06/20/06
TrueVoice	78/908,842	06/15/06
The Science of Choice	2,932,869	03/15/05
TrueChoice	2,961,141	06/07/05