

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
Experian Marketing Solutions, Inc.		02/26/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Cole Information Services, Inc.		
Street Address:	901 West Bond Street		
City:	Lincoln		
State/Country:	NEBRASKA		
Postal Code:	68521		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0846291	CROSS REFERENCE DIRECTORY	
CORRESPONDENCE DATA			
Fax Number:	(312)577-4741		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-902-5665		
Email:	becky.williams@kattenlaw.com		
Correspondent Name:	Becky A. Williams		
Address Line 1:	525 W. Monroe Street, Suite 1900		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	331820-1		
NAME OF SUBMITTER:	Becky A. Williams		
Signature:	/baw/		
Date:	02/28/2008		

CH \$40.00 0846291

**TRADEMARK ASSIGNMENT FROM
EXPERIAN MARKETING SOLUTIONS, INC. TO COLE INFORMATION SERVICES, INC.**

This Assignment is made as of February 26th, 2008, by Experian Marketing Solutions, Inc., a Delaware corporation (“Assignor”), having a principal place of business at 475 Anton Blvd. Costa Mesa, California 92626 to Cole Information Services, Inc., a Nebraska corporation (“Assignee”), having a principal place of business at 901 West Bond Street, Lincoln, Nebraska 68521.

WHEREAS, Assignor desires to transfer and assign to Assignee the following trademark, for which it has obtained a federal registration in the United States Patent and Trademark Office (hereinafter the “Mark”), along with the goodwill of the business developed through the use of and symbolized by the Mark:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
CROSS REFERENCE DIRECTORY	0846,291	19-Mar-1968

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Mark, the federal registration therefore, and the goodwill of the business connected with the use of and symbolized by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee its entire right, title, and interest in, to and under the Mark and the registration therefore, together with the goodwill of the business connected with the use of and symbolized by the Mark. All rights and privileges associated with the Mark, including the right to sue for and receive all damages from any past or future infringements or other violations of the Mark, will be held and enjoyed by the Assignee, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, Assignor has executed this instrument.

EXPERIAN MARKETING SOLUTIONS, INC.

By: 

Name: Scott Leslie

Title: Secretary