

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	04/01/2008

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
CareerBuilder, LLC		05/30/2008	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	Personified, LLC
Street Address:	200 N. LaSalle Street, Suite 1100
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60606
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	77355623	PERSONIFIED

**CORRESPONDENCE DATA**

Fax Number: (312)993-8767  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (312) 876-7700  
 Email: thomas.buettner@lw.com  
 Correspondent Name: Thomas J. Buettner  
 Address Line 1: Latham & Watkins LLP  
 Address Line 2: 233 S. Wacker Drive, Suite 5800  
 Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	033982-0052
NAME OF SUBMITTER:	Thomas J. Buettner

Signature:

/tjb/

Date:

05/30/2008

Total Attachments: 1

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**NUNC PRO TUNC TRADEMARK ASSIGNMENT**

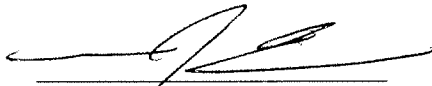
**WHEREAS**, CareerBuilder, LLC, a Delaware Limited Liability Company, with its principal place of business at 200 North LaSalle Street, Suite 1100, Chicago, Illinois 60601 ("Assignor"), owns and has a *bona fide* intent to use the Mark PERSONIFIED ("the Mark") in connection with consulting services in the field of human resources, employee recruitment, hiring, retention, development and management; business research and surveys in International Class 35; and

**WHEREAS**, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the mark in commerce in connection with the above-described services, Application Serial No. 77/355,623 filed on December 19, 2007; and

**WHEREAS**, Personified, LLC, a Delaware Limited Liability Company, with its principal place of business at 200 North LaSalle Street, Suite 1100, Chicago, Illinois 60601 ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a *bona fide* intent to use the Mark and the pending Application;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the pending Application therefor, together with that portion of Assignor's business in connection with which it has a *bona fide* intent to use the Mark, *nunc pro tunc*, effective as of April 1, 2008.

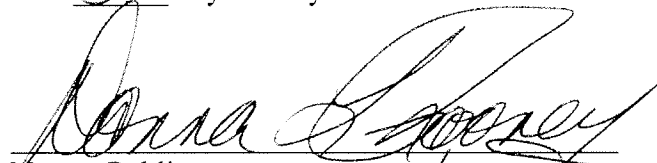
**CareerBuilder, LLC**



Ryan J. Fitts  
Senior Counsel

Dated effective as of April 1, 2008

SUBSCRIBED and SWORN to before me  
this 30<sup>TH</sup> day of May 2008.



Notary Public  
My Commission Expires: 9/25/2009

CH1030441.1