

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
Arc Worldwide, Inc.		06/12/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MarketForward Corporation		
Street Address:	427 South LaSalle Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60605		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2597237	BRANDVAULT	
CORRESPONDENCE DATA			
Fax Number:	(312)251-2897		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-368-4000		
Email:	ch.tm@dlapiper.com		
Correspondent Name:	Mark I. Feldman		
Address Line 1:	P.O. Box 64807		
Address Line 4:	Chicago, ILLINOIS 60664-0807		
ATTORNEY DOCKET NUMBER:	302933-9 BRANDVAULT		
NAME OF SUBMITTER:	Mark I. Feldman		
Signature:	/mark i feldman/		
Date:	06/16/2008		

CH \$40.00 2597237

ASSIGNMENT OF U.S. TRADEMARK

WHEREAS, Arc Worldwide, Inc., a Delaware corporation, having a place of business at 35 West Wacker Drive, Chicago, Illinois 60601 ("Assignor"), is the sole and exclusive owner of trademark registration number 2,597,237 for the mark BRANDVAULT (the "Mark"); and


WHEREAS, MarketForward Corporation, an Illinois corporation, having a place of business at 427 South LaSalle Street, Chicago, Illinois 60605 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the Mark and the registration therefor.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee all its right, title and interest in, to and under said Mark and registration therefor, together with the goodwill of the business symbolized by the Mark, and with the entire business of the Assignor to which the Mark pertains; together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past violation, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

AND, said Assignor hereby covenants that it has full right to convey the entire interest herein assigned.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

ARC WORLDWIDE, INC.

By: 
Name: Sandra J. Thorson

Title: Vice President/Assistant Secretary

Date: June 12, 2008