

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------------------------|----------|----------------|-------------------------------|
| BROWN BROTHERS HARRIMAN & CO. | | 07/23/2008 | LIMITED PARTNERSHIP: NEW YORK |

RECEIVING PARTY DATA

| | |
|------------------------|---|
| Name: | BROWN BROTHERS HARRIMAN & CO., AS AGENT |
| Street Address: | 140 Broadway |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10005-1101 |
| Entity Type: | LIMITED PARTNERSHIP: NEW YORK |

PROPERTY NUMBERS Total: 18

| Property Type | Number | Word Mark |
|----------------------|----------|--|
| Registration Number: | 2419658 | RMSG |
| Registration Number: | 2369289 | THE ROSETTA MARKETING STRATEGIES GROUP |
| Serial Number: | 78384145 | CHOICEDRIVERS |
| Serial Number: | 78384159 | SEGMENT-ON-THE-FLY |
| Serial Number: | 78384187 | PERSONALITY-TRAC |
| Serial Number: | 78384214 | PATIENT PERSONALITY |
| Serial Number: | 78384329 | TRAVEL & LEISURE PERSONALITY |
| Serial Number: | 78384243 | AUTO PERSONALITY |
| Serial Number: | 78615882 | CRUISE PERSONALITY |
| Serial Number: | 78384247 | NAB PERSONALITY |
| Serial Number: | 78384229 | E-PERSONALITY |
| Serial Number: | 78384221 | TECHNOLOGY PERSONALITY |
| Serial Number: | 78384210 | PHYSICIAN PERSONALITY |
| Serial Number: | 78384203 | PERSONALITY |

CH \$465.00 2419658

| | | |
|----------------------|----------|------------------------------|
| Serial Number: | 78384198 | ROSETTA MARKETING WARE |
| Serial Number: | 78384167 | X-TOOL |
| Serial Number: | 78384151 | PERSONALITY MARKETING SYSTEM |
| Registration Number: | 3250961 | ROSETTA |

CORRESPONDENCE DATA

Fax Number: (973)597-2400
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 973-597-2500
Email: lstrademark@lowenstein.com
Correspondent Name: Vanessa A. Ignacio, Esq.
Address Line 1: Lowenstein Sandler PC
Address Line 2: 65 Livingston Avenue
Address Line 4: Roseland, NEW JERSEY 07068-1791

| | |
|-------------------------|--------------------------|
| ATTORNEY DOCKET NUMBER: | B5993/17 |
| NAME OF SUBMITTER: | Vanessa A. Ignacio, Esq. |
| Signature: | /Vanessa A. Ignacio/ |
| Date: | 07/30/2008 |

Total Attachments: 16

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SECURITY INTEREST ASSIGNMENT

THIS SECURITY INTEREST ASSIGNMENT ("Assignment") is made by and between Brown Brothers Harriman & Co., a New York limited partnership, having an address at 140 Broadway New York, New York 10005-1101 ("Assignor"), in favor of Brown Brothers Harriman & Co., as Agent, a New York limited partnership, having an address at 140 Broadway, New York, New York 10005-1101 ("Assignee").

WHEREAS, subject to the terms and conditions of this Assignment, Assignor wishes to assign to Assignee, and Assignee wishes to receive, all right, title, and interest in and to the Intellectual Property Agreements ("Agreements") set forth on Schedule A and all common law and other rights, worldwide, in and to the patents, trademarks and copyrights that are the subject of such Agreements.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, we have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to Assignee the entire right, title and interest in and to the Agreements set forth in Schedule A.

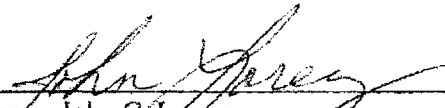
AND WE HEREBY covenant that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith;

AND WE HEREBY further covenant and agree that we will communicate to Assignee any facts known to us respecting the Agreements, sign all lawful papers, make all rightful oaths and generally do everything possible to aid Assignee to enforce the Agreements.

IN TESTIMONY WHEREOF, the Assignor has caused this Assignment to be signed and executed by the undersigned officer thereunto duly authorized this 23rd day of July, 2008.

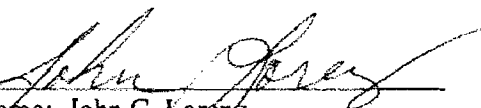
Assignor:

Brown Brothers Harriman & Co.

By: 
Name: John C. Lorenz
Title: Senior Vice President

Assignee:

Brown Brothers Harriman & Co., as Agent

By: 
Name: John C. Lorenz
Title: Senior Vice President

SIGNATURE PAGES TO IP ASSIGNMENTS

TRADEMARK
REEL: 003825 FRAME: 0430

Schedule A
Intellectual Property Agreements

| Agreement | Assignor | Assignee | Agreement Date | REEL/FRAME |
|---|-------------|-------------------------------|-----------------|-------------|
| 1. Patent Security Agreement and Mortgage | RMSG LLC | Brown Brothers Harriman & Co. | August 25, 2005 | 017186/0556 |
| 2. Trademark and Trade Name Security Agreement and Mortgage | RMSG LLC | Brown Brothers Harriman & Co. | August 25, 2005 | 3250/0142 |
| 3. Copyright Security Agreement and Mortgage | RMSG LLC | Brown Brothers Harriman & Co. | August 25, 2005 | N/A |
| 4. Grant of Security Interest (Patents) | Rosetta LLC | Brown Brothers Harriman & Co. | April 30, 2008 | 021007/0301 |
| 5. Grant of Security Interest (Trademarks) | RMSG LLC | Brown Brothers Harriman & Co. | April 30, 2008 | 3781/0755 |
| 6. Grant of Security Interest (Copyrights) | RMSG LLC | Brown Brothers Harriman & Co. | April 30, 2008 | N/A |

**TRADEMARK AND TRADENAME
SECURITY AGREEMENT AND MORTGAGE**

This **TRADEMARK AND TRADENAME SECURITY AGREEMENT AND MORTGAGE** (the "Trademark Mortgage") is made as of this 25 day of August, 2005 by **RMSG LLC**, a Delaware limited liability company with its principal place of business located at 502 Carnegie Center, Princeton NJ 08540 (the "Grantor") in favor of **BROWN BROTHERS HARRIMAN & CO.**, with an office located at 140 Broadway, New York NY 10005 (the "Lender").

WHEREAS, the Grantor is the owner and holder of the Trademarks listed on Schedule A annexed hereto and made a part hereof, together with all of the goodwill of the business symbolized by each of the Trademarks; and

WHEREAS, the Grantor and the Lender have entered into a certain Revolving Loan and Security Agreement dated June 21, 2005 (said Agreement, as it may hereafter be amended, supplemented, restated or otherwise modified from time to time being the "Loan Agreement") (any capitalized terms used, but not specifically defined herein, have the meaning provided for such terms in the Loan Agreement); and

WHEREAS, to induce the Lender to enter into the Loan Agreement and to grant the loans, advances and extensions of credit to the Grantor in accordance with the Loan Agreement, the Grantor has offered to execute and deliver this Trademark Mortgage to the Lender, granting and conveying to the Lender a security interest, first in priority, upon the Collateral (as such term is hereinafter defined);

NOW, THEREFORE, in consideration of the foregoing, in consideration of the premises set forth in the Loan Agreement and in order to induce the Lender to grant the loans, advances and extensions of credit to the Grantor in accordance with the Loan Agreement, the Grantor hereby agrees with the Lender for its benefit as follows:

1. Certain Defined Terms. As used in this Trademark Mortgage, unless the context otherwise requires:

- (a) "Collateral": means, collectively and individually--
 - (i) each of the Trademarks listed on Schedule A annexed hereto and made a part hereof and the goodwill of the business symbolized by each of those Trademarks;
 - (ii) each of the Licenses;
 - (iii) all accounts, contract rights and general intangibles of the Grantor arising under or relating to the Licenses, whether now existing or hereafter arising, including, without limitation, (1) all moneys due and to become due under any License, (2) any damages arising out of or for breach or default in respect of any such License, (3) all other amounts from time to time paid or payable under or in connection with any such License, and (4) the right of the Grantor to terminate any such License or to perform and to exercise all remedies thereunder;
 - (iv) any claims by the Grantor against third parties, and all proceeds of suits, for infringement of the Trademarks, and the rights to sue for past, present and future infringements and all rights corresponding thereto in the United States; and

(v) as to all of the foregoing (i) through (iv) inclusive, and any and all cash proceeds, non-cash proceeds and products thereof, additions and accessions thereto, replacements and substitutions therefor, and all related books, records, journals, computer print-outs and data, of the Grantor.

(b) "Licenses": Collectively and individually, any and all Trademark license agreements granted by the Grantor to third parties, whether now existing or hereafter arising, as any of same may from time to time be amended or supplemented, including, but not limited to, the license agreements listed on Schedule B annexed hereto and made a part hereof.

(c) "Obligations": All loans, advances, indebtedness, notes, liabilities, overdrafts, outstanding letters of credit not drawn upon, letters of credit drawn upon and not yet reimbursed, outstanding acceptances, and other amounts, liquidated or unliquidated, of every kind, nature and description, whether arising under this Agreement or otherwise, and the "Debt" defined in the Loan Agreement.

(d) "Trademarks": Collectively and individually,
all--

(i) trademarks, trade names, trade dress, service marks, prints and labels on which said trademarks, trade names, trade dress and service marks have appeared or appear, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all right, title and interest therein and thereto, all applications thereof filed under Section 1(a) of the Lanham Act (15 U.S.C.A. 1051(a)), and all registrations and recordings of any of the foregoing, including, without limitation, registrations and recordings in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof, or any other country or any political subdivision thereof, all whether now or hereafter owned or licensable by any Grantor, including, but not limited to, those listed on Schedule A annexed hereto and made a part hereof; and

(ii) trademarks, trade names, trade dress and service marks, whether now or hereafter owned by the Grantor which has not or is not required to be registered or recorded in any jurisdiction; and

(iii) reissues, extensions or renewals thereof and all licenses thereof (including, without limitation, all license agreements).

2. Grant of Security. To secure payment and performance of all of the Obligations of the Grantor to the Lender, the Grantor hereby mortgages to and pledges to the Lender and grants and conveys to the Lender a security interest in all of the Grantor's right, title and interest in and to the Collateral, which security interest is to remain in full force and effect until all of the Obligations to the Lender are fully paid and satisfied.

3. Representations, Warranties and Covenants of the Grantor. The Grantor incorporates by reference its representations, warranties, covenants and agreements relating to the Collateral as more fully set forth in the Loan Agreement and the following:

(a) No Additional Trademarks. As of the date hereof, the Grantor does not own any Trademarks, or have any Trademarks registered in or the subject of pending applications in the United States Patent and Trademark Office or any similar office or agency in any other country or any political subdivision thereof, other than those grants, registrations or applications for registrations listed on Schedules A annexed hereto and made a part hereof.

(b) Responsibility and Liability. The Grantor assumes all responsibility and liability arising from the use of the Trademarks and Licenses, and hereby indemnifies and holds the Lender and each director, officer, employee, affiliate and agent thereof, harmless from and against any claim, suit, loss, damage or expense (including attorneys' fees and expenses) arising out of any alleged defect in any product manufactured, promoted or sold by the Grantor in connection with any of the Trademarks or otherwise arising out of the Grantor's operation of its business from the use of the Trademarks. In any suit, proceeding or action brought by the Lender under any License for any sum owing thereunder, or to enforce any provisions of such License, the Grantor will indemnify and keep the Lender harmless from and against all expense, loss or damage suffered by reason of any defense, set off, recoupment, claim, counterclaim, reduction or liability whatsoever of the obligee thereunder or arising out of a breach of the Grantor of any obligation thereunder or arising out of any other agreement, indebtedness or liability at any time owing to or in favor of such obligee or its successors from the Grantor, and all such obligations of the Grantor will be and remain enforceable against and only against the Grantor and will not be enforceable against the Lender.

(c) Protection of the Trademarks. The Grantor agrees that if it learns of any use by any person of any term or design likely to cause confusion with any Trademark, or of any claim of any lien, security interest, claim, right or other encumbrance of any nature whatsoever in or to the Collateral, the Grantor will promptly notify the Lender of such use, lien, security interest, claim, right or other encumbrance and, if requested by the Lender, will join with the Lender, at the Grantor's expense, in such action as the Lender, in its reasonable discretion, may deem advisable for the protection of the Lender's interest in and to the Trademarks, it being understood that the foregoing does not preclude the Grantor from bringing an action against a person for the protection of the Grantor's interest in and to such Trademarks.

4. Lender's Appointment as Attorney-in-Fact. The Grantor hereby irrevocably constitutes and appoints the Lender, and any officer or agent thereof, with full power of substitution, as its true and lawful attorney-in-fact with full irrevocable power and authority in the place and stead of the Grantor and in the name of the Grantor or in its own name, from time to time in the Lender's discretion, but in no event prior to an Event of Default, for the purposes of carrying out the terms of this Trademark Mortgage, to take any and all appropriate action and to execute any and all documents and instruments which may be necessary or desirable to accomplish the purposes of this Trademark Mortgage.

5. Event of Default. The occurrence of any one or more of the following constitutes an Event of Default under this Agreement:

(a) The occurrence of any Default or event of Default defined under the Loan Agreement;

(b) A breach by the Grantor of any covenant contained in this Trademark Mortgage;

(c) If any warranty or representation contained in this Trademark Mortgage, including, without limitation, the warranties and representations contained in Section 3 of this Trademark Mortgage, is incorrect in any material respect.

6. Remedies. Upon the occurrence of an Event of Default, in addition to all other rights and remedies of the Lender, whether under law, in equity or otherwise (all such rights and remedies being cumulative, not exclusive and enforceable alternatively, successively or concurrently):

(i) the Lender has all of the rights and remedies set forth in the Loan Agreement;

(ii) the Lender may appear before the United States Patent and Trademark Office as owner of the Collateral, without recording or filing any documents to evidence the Lender's ownership in the Collateral;

(iii) in addition to the foregoing, in order to implement the assignment, sale or other disposal of any of the Collateral, the Lender may, at any time, pursuant to the authority granted in the Special Power of Attorney (such authority becoming effective on the occurrence of an Event of Default), execute and deliver on behalf of the Grantor, one or more instruments of assignment of the Trademarks (or any application or registration thereof), in form suitable for filing, recording or registration in any country. The Grantor agrees to pay when due all reasonable costs and expenses incurred in any such transfer of the Trademarks, including any taxes, fees and reasonable attorneys' fees, and all such costs shall be added to the Obligations to the Lender. The Lender may apply the proceeds actually received from any such license, assignment, sale or other disposition to the payment of the Obligations to the Lender as provided for in the Loan Agreement. The Grantor remains liable for any deficiency with respect to the Obligations to the Lender, which bear interest and are payable at the Default Rate of interest under the Loan Agreement. The rights of the Grantor to receive any surplus are subject to any duty of the Lender imposed by law to the holder of any subordinate security interest in the Collateral known to the Lender. Nothing contained herein is to be construed as requiring the Lender to take any such action at any time.

7. Execution of Special Power of Attorney. Concurrently with the execution and delivery of this Trademark Mortgage, the Grantor is executing and delivering to the Lender a certain Special Power of Attorney for the implementation of the sale, assignment, licensing or other disposition of the Collateral pursuant to this Trademark Mortgage which is to be used and filed by Lender only after the occurrence of an Event of Default.

8. Amendments and Modification. No provision hereof may be modified, altered, waived or limited except by a written instrument expressly referring to this Trademark Mortgage and executed by the party to be charged.

9. Binding Nature. This Trademark Mortgage is binding upon and inures to the benefit of the successors, assigns or other legal representatives of the Grantor, and is, together with the rights and remedies of the Lender hereunder, binding upon and inures to the benefit of the Lender, its successors, assigns or other legal representatives.

10. GOVERNING LAW. THIS TRADEMARK MORTGAGE IS TO BE CONSTRUED IN ACCORDANCE WITH AND GOVERNED BY THE LAWS OF THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO THE CONFLICT OF LAW PRINCIPLES THEREOF.

11. Notices. All notices, requests, demands and other communications provided for hereunder are to be in writing (unless otherwise expressly provided herein) and sent and deemed to have been received as set forth in the Loan Agreement.

12. Counterparts. This Trademark Mortgage may be executed in counterparts, each of which, when taken together, are to be deemed one and the same instrument.

13. Headings. Section headings herein are included for convenience of reference only and do not constitute a part of this Trademark Mortgage for any other purpose.

14. Acknowledgment of Receipt. The Grantor acknowledges receipt of a copy of this Trademark Mortgage.

15. No Waiver. No course of dealing between the Grantor and the Lender, and no delay or omission of the Lender in exercising or enforcing any of the Lender's rights and remedies hereunder constitutes a waiver thereof; and no waiver by the Lender of any Event of Default operates as a waiver of any other Event of Default.

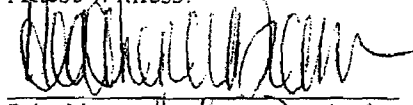
16. Severability. If any of the provisions of this Trademark Mortgage contravene or are held invalid under the laws of any jurisdiction, this Trademark Mortgage is to be construed as if not containing such provisions and the rights, remedies, warranties, representations, covenants, and provisions hereof are to be construed and enforced accordingly in such jurisdiction and do not in any manner affect such provision in any other jurisdiction, or any other provisions of this Trademark Mortgage in any jurisdiction. In the event of any inconsistency between the provisions of this Trademark Mortgage and the Loan Agreement, the terms of the Loan Agreement prevail.

17. Interest Granted to Lender. Notwithstanding any provision of this Trademark Mortgage to the contrary, the interest granted to the Lender under this Trademark Mortgage is intended to be a pledge and a security interest only, and the execution of this Trademark Mortgage is not intended to create an assignment or a transfer of title or any other property rights to the Trademarks.

18. WAIVER OF JURY TRIAL. THE GRANTOR WAIVES TRIAL BY JURY IN ANY ACTION, PROCEEDING OR COUNTERCLAIM BROUGHT ON ANY MATTER WHATSOEVER ARISING OUT OF OR IN ANY WAY CONNECTED WITH THIS TRADEMARK MORTGAGE.

IN WITNESS WHEREOF, the Grantor has caused this Trademark Mortgage to be duly executed as of the day and year first above written.

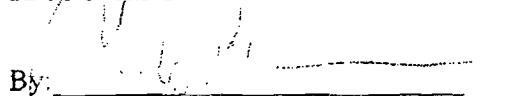
Attest/Witness:



Print Name: Heather Duncan
Title: Executive Assistant

RMSG LLC

By:


Print Name: Christopher B. Kuern
Title: President

Schedule A
to
Trademark and Tradename Security Agreement and Mortgage

TRADEMARKS

Trademarks

1. U.S. Registration No. 2,419,658
2. U.S. Registration No. 2,369,289

Trademark Applications

1. U.S. Trademark Application No. 78/384,145
2. U.S. Trademark Application No. 78/384,159
3. U.S. Trademark Application No. 78/384,187
4. U.S. Trademark Application No. 78/384,214
5. U.S. Trademark Application No. 78/384,329
6. U.S. Trademark Application No. 78/384,243
7. U.S. Trademark Application No. 78/615,882
8. U.S. Trademark Application No. 78/384,247
9. U.S. Trademark Application No. 78/384,229
10. U.S. Trademark Application No. 78/384,221
11. U.S. Trademark Application No. 78/384,210
12. U.S. Trademark Application No. 78/384,203
13. U.S. Trademark Application No. 78/384,198
14. U.S. Trademark Application No. 78/384,167
15. U.S. Trademark Application No. 78/384,151

Schedule B
to
Trademark and Tradename Security Agreement and Mortgage

LICENSE AGREEMENTS

NONE

GRANT OF SECURITY INTEREST

TRADEMARKS

THIS GRANT OF SECURITY INTEREST, dated as of April 30, 2008, is executed by **RMSG LLC**, a Delaware limited liability company (the "Grantor"), in favor of **BROWN BROTHERS HARRIMAN & CO.**, as the secured party (in such capacity, the "Secured Party").

WHEREAS, pursuant to that certain Amended and Restated Credit Agreement, dated as of April 30, 2008 (as amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement"), among the Grantor and the other Borrowers (as defined in the Credit Agreement), as borrower, and the Secured Party, as lender, the Secured Party has agreed to extend loans and other financial accommodations to the Grantor and the other Borrowers upon the terms and subject to the conditions set forth therein;

WHEREAS, the Grantor has adopted, used and is using the trademarks, more particularly described on Schedules 1-A and 1-B annexed hereto and made a part hereof, which trademarks are registered or subject to an application for registration in the United States Patent and Trademark Office (collectively, the "Trademarks");

WHEREAS, the Grantor and other entities party thereto from time to time have entered into that certain Pledge and Security Agreement, dated as of April 30, 2008 (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement"), in favor of the Secured Party; and

WHEREAS, pursuant to the Security Agreement, the Grantor has granted to the Secured Party a security interest in all right, title and interest of the Grantor in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the customer lists and records related to the Trademarks and the applications and registrations thereof, and all proceeds thereof, including any and all causes of action which may exist by reason of infringement thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations (as defined in the Security Agreement).

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Grantor does hereby further grant to the Secured Party a security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Secured Party with respect to the security interest in the Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

The Secured Party's address is:

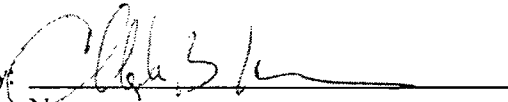
Brown Brothers Harriman & Co.
140 Broadway
New York, NY 10005
Facsimile: 212 493 7208
Attn: John Lorenz

With a copy to
Facsimile: 212 493 8065
Attn: Senior Credit Officer

[Signature Page Follows.]

IN WITNESS WHEREOF, the Grantor has caused this Grant of Security Interest to be executed as of the day and year first above written.

RMSG LLC

By: 
Name:
Title: *Partner & CEO*

SIGNATURE PAGE TO GRANT OF SECURITY INTEREST (TRADEMARKS)

TRADEMARK
REEL: 003825 FRAME: 0441

ALL-PURPOSE ACKNOWLEDGMENT

STATE OF New Jersey)
) SS.
 COUNTY OF Mercer)

On April 23 2008, before me, Lisa M. Huff-Morales, Notary Public,
Date Name and Title of Officer (e.g. 'Jane Doe, Notary Public')

personally appeared Christopher B. Kuenne,
Name of Signer(s)

personally known to me – OR – proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Lisa M. Huff-Morales
(Signature of Notary Public)

OPTIONAL

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form.

CAPACITY(IES) CLAIMED BY SIGNER(S)

- Individual
- Corporate Officer

Title(s)

- Partner(s) Limited
- General

- Attorney-In-Fact
- Trustee(s)
- Guardian/Conservator
- Other

Signer is Representing.
 Name of Person(s) or Entity(ies)

DESCRIPTION OF ATTACHED DOCUMENT

Title or Type of Document

Number of Pages

Date of Document

Signer(s) Other Than Named Above

SCHEDULE 1-A TO GRANT OF SECURITY INTEREST

TRADEMARKS

| TRADEMARKS | REGISTRATION NUMBER | DATE |
|------------|------------------------|-----------|
| ROSETTA | 3,250,961 | 6/12/2007 |

SCHEDULE 1-B TO GRANT OF SECURITY INTEREST
TRADEMARK APPLICATIONS

None.