

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
IRON Solutions, LLC		06/11/2008	LIMITED LIABILITY COMPANY: MISSOURI
RECEIVING PARTY DATA			
Name:	IRON Solutions, Inc.		
Street Address:	1195 Smizer Mill Road		
City:	Fenton		
State/Country:	MISSOURI		
Postal Code:	63026		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3113264	EQUIPMENT MARKET INTELLIGENCE	
Registration Number:	2680770	IRON SOLUTIONS	
Registration Number:	2440079	IRON SEARCH	
Registration Number:	2440078	IRON SOLUTIONS	
CORRESPONDENCE DATA			
Fax Number:	(888)325-1684		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	401-276-6653		
Email:	trademark@eapdlaw.com, swiggins@eapdlaw.com, acapalbo@eapdlaw.com, gchaclas@eapdlaw.com		
Correspondent Name:	George N. Chaclas		
Address Line 1:	P.O. Box 130		
Address Line 2:	F.D.R. Station		
Address Line 4:	New York, NEW YORK 10150		
ATTORNEY DOCKET NUMBER:	304527.0001		

CH \$115.00 3113264

NAME OF SUBMITTER:	George N. Chaclas
Signature:	/George N. Chaclas/
Date:	07/30/2008
Total Attachments: 5 source=Iron Solutions Assignment#page1.tif source=Iron Solutions Assignment#page2.tif source=Iron Solutions Assignment#page3.tif source=Iron Solutions Assignment#page4.tif source=Iron Solutions Assignment#page5.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "*Assignment*") is made and entered into as of June 13, 2008, by and between IRON Solutions, Inc. a Delaware corporation ("*Assignee*"), and IRON Solutions, LLC, a Missouri limited liability company ("*Assignor*").

WHEREAS, the Assignor and the Assignee are parties to that certain Asset Purchase Agreement, dated as of June 13, 2008, (the "*Purchase Agreement*"), pursuant to which Assignee has acquired certain assets of Assignor and to which Assignee is to receive all of the Assignor's right, title, and interest in and to all of the trademarks, service marks, logos, trade dress and trade names, together with the goodwill associated with and symbolized by them, including, without limitation, those trademarks, service marks, logos, trade dress and trade names listed in Schedule I hereto (all such trademarks, service marks, logos, trade dress and trade names are referred herein collectively as the "*Assigned Trademarks*").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor and the Assignee each hereby agree as follows:

1. Assignment. Assignor hereby sells, assigns, transfers, conveys, and delivers to the Assignee and its successors and assigns, and the Assignee hereby purchases and accepts from the Assignor, free and clear of all liens, all of Assignor's right, title, and interest in, to, and under the Assigned Trademarks, including, without limitation, all common law trademarks for which no applications or registrations exist, all applications to register any of the Assigned Trademarks, and all registrations that have been or may be granted for any of the Assigned Trademarks, together with all common law rights associated with the applications and registrations, and all goodwill associated with the Assigned Trademarks and symbolized thereby, together with the right to sue and recover damages and payments for future, present, and past infringements of the Assigned Trademarks and to fully and entirely stand in the place of the Assignor in all matters related to the Assigned Trademarks as of the Closing Date (as defined in the Purchase Agreement).

2. Further Assurances. The Assignor agrees to execute and deliver such other documents and to take all such other actions which the Assignee, its successors and/or assigns may reasonably request to effect the terms of this Assignment, and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens, and other documentation as may be reasonably required to effect the terms of this Assignment and its recordation in relevant foreign, state and national trademark offices or registrars, including the United States Patent and Trademark Office.

3. Miscellaneous. This Assignment shall be governed by, and construed in accordance with the laws of the State of Delaware without reference to such state's principles of conflicts of law. This Assignment may not be supplemented, altered, or modified in any manner except by a writing signed by all parties hereto. The failure of any party to enforce any terms or provisions of this Assignment shall not waive any of its rights under such terms or provisions. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors. This Assignment does not extend upon or limit the rights,

obligations, representations, warranties and indemnification provided in the Purchase Agreement. Notwithstanding anything to the contrary set forth herein, if there is any conflict between the terms and conditions of this Assignment and the terms and conditions of the Purchase Agreement, the terms and conditions of the Purchase Agreement shall prevail. This Assignment and any amendments hereto may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument.

[Signature Page Follows]

SCHEDULE I

ASSIGNED TRADEMARKS

U.S. Trademark Applications and Registrations

MARK	APPLICATION NO./FILING DATE	REGISTRATION NO./REG. DATE	STATUS
EQUIPMENT MARKET INTELLIGENCE	78/595,222, filed 03/25/05	3,113,264, filed 07/04/06	Registered
IRON SOLUTIONS and Design	76/394,702, filed 04/12/02	2,680,770, filed 01/28/03	Registered
IRON SEARCH	75/728,406, filed 06/14/99	2,440,079, filed 04/03/01	Registered, Section 8 & 15 Accepted & Acknowledged
IRON SOLUTIONS	75/728,405, filed 06/14/99	2,440,078, filed 04/03/01	Registered, Section 8 & 15 Accepted & Acknowledged

Unregistered Common Law Trademark and Service Marks

1. "AG Appraiser"
2. "OPE Appraiser"
3. "Guides2000 Official Guides" –
4. "Official Guide" (and design)
5. "Official Regional Guide" or "Official Guide – Dealer Edition" (and design)
6. "Real-time Guides" or "RTG"
7. "Farm Equipment Official Guide" (and design) or "FEOG"
8. "Outdoor Power Equipment Official Guide" (and design) or "OPE Official Guide"
9. "Appraisal Manager" and "Appraisal Manager Pro"
10. "Iron Appraiser"
11. "Report Analyzer"
12. "Iron e-Valuator"
13. "Machine Builder"
14. "Iron Configurator"
15. "Iron Site Express" or "ISE"
16. "Iron Site Pro"
17. "Live Update"
18. "AdBuilder"
19. "Iron Quote Express"
20. "Sales Assistant Tools"

21. "Quote Pro"
22. "Quote Pro Sales Suite" or "QPSS"
23. "Inventory Manager"
24. "e-Bundle"
25. "BizWiz"

PRV 953550.3

RECORDED: 07/30/2008

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REEL: 003825 FRAME: 0672