

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Alvion, LLC		09/05/2008	LIMITED LIABILITY COMPANY: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Acxiom Corporation		
<b>Street Address:</b>	601 East Third St.		
<b>City:</b>	Little Rock		
<b>State/Country:</b>	ARKANSAS		
<b>Postal Code:</b>	72201		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2585006	ALVION	
Registration Number:	2668171	LISTKEY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(501)376-9442		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(501) 371-0808		
<b>Email:</b>	jdougherty@wlj.com		
<b>Correspondent Name:</b>	J. Charles Dougherty		
<b>Address Line 1:</b>	200 W. Capitol Ave. Ste. 2300		
<b>Address Line 4:</b>	Little Rock, ARKANSAS 72201		
<b>NAME OF SUBMITTER:</b>	J. Charles Dougherty		
<b>Signature:</b>	/chuck dougherty/		
<b>Date:</b>	11/04/2008		

OP \$65.00 2585006

Total Attachments: 1  
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TRADEMARK ASSIGNMENT

WHEREAS, Alvion, LLC, a Florida limited liability company, of 2503 Del Prado Blvd., South Cape Coral, Florida 33904, has adopted, used, and is using the mark registered in the United States Patent and Trademark Office as the following ("the Marks"):

ALVION Reg. No. 2,585,006  
LISTKEY Reg. No. 2,668,171

WHEREAS, Acxiom Corporation, a Delaware corporation, of 601 East Third Street, Little Rock, AR 72201, desires to acquire the Marks and the registrations therefor:

For good and valuable consideration, receipt of which is hereby acknowledged, Alvion, LLC assigns to Acxiom Corporation all right, title, and interest in and to the Marks and the registrations therefor, together with the goodwill of the business symbolized by the Marks, as of the effective date of September 5, 2008.

Alvion, LLC

  
\_\_\_\_\_  
Gary Schmidt, President

STATE OF FLORIDA

COUNTY OF Lee

SUBSCRIBED AND SWORN TO before me, a notary public, this 8<sup>th</sup> day of September, 2008.

  
\_\_\_\_\_  
Notary Public

My Commission Expires:

Jan 5, 2009

