

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	11/11/2008		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Synchris, Inc.	FORMERLY MAP ROI Systems, Inc.	11/11/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SpringCM, Inc.		
Street Address:	350 North Orleans, Suite 950		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60654		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2853357	PRIVIA	
CORRESPONDENCE DATA			
Fax Number:	(312)750-6493		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-269-8000		
Email:	ekostiuk@ngelaw.com		
Correspondent Name:	Neal, Gerber & Eisenberg LLP		
Address Line 1:	Two North LaSalle Street, Suite 2200		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	021400.0701 - 2853357		
NAME OF SUBMITTER:	Elizabeth A. Kostiuk/		
Signature:	/Elizabeth A. Kostiuk/		

CH \$40.00 2853357

Date:

11/21/2008

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, dated November 11, 2008, is entered into, *nunc pro tunc*, effective November 11, 2008 (the "Effective Date"), by **Synchris, Inc. fka MAP ROI Systems, Inc.** a Delaware corporation with a place of business at 20082 Dairy Lane, Suite B, Sterling, Virginia 20165 ("Assignor"), and **SpringCM Inc.**, a Delaware corporation with a place of business at 350 North Orleans, Suite 950, Chicago, Illinois 60654 ("Assignee").

RECITALS

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark registration listed on Schedule A attached hereto (the "Trademark"), including the common law rights in the Trademark, and any goodwill associated with and symbolized by the Trademark; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademark that Assignor may have, including all common law rights in the Trademark, and any goodwill associated with and symbolized by the Trademark.

NOW, THEREFORE, in consideration of the foregoing, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has sold, assigned, transferred and conveyed, and does hereby sell, assign, transfer and convey to Assignee, its successors, legal representatives and assigns, all of Assignor's right, title and interest in, to and under the Trademark, including: (i) all common law rights in the Trademark, (ii) any goodwill associated with and symbolized by the Trademark, (iii) the right to further assign and/or to license any and all right, title and interest in and to the Trademark; and (iv) the right to sue and collect damages for past infringement of the Trademark by any third party. This assignment is being made in compliance with Section 10 of the Trademark Act, 15 U.S.C. Section 1060.

Assignor hereby authorizes and requests the Commissioner of Trademark to record Assignee as the owner of such Trademark and to issue all renewal registrations for said Trademark to Assignee, as assignee of the U.S. trademark registration listed on Schedule A, for the sole use and enjoyment of Assignee, its successors, legal representatives and assigns. Assignor further agrees to execute any additional documents as may be reasonably necessary or desirable to confirm the assignment of the Trademark to Assignee without charge, provided, however, that all additional costs of preparing and recording such additional documents shall be borne exclusively by Assignee.

Assignor represents and warrants that it is the exclusive owner of all right, title and interest in and to the Trademark, has no knowledge as to any liens, encumbrances, claims and assignments with respect to the Trademark, and has the authority to assign its rights to the Trademark to Assignee.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment as follows, effective as of the Effective Date.

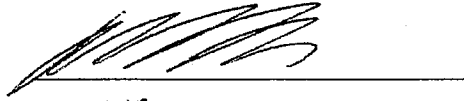
ASSIGNOR:

**SYNCHRIS, INC., FKA MAP ROI
SYSTEMS, INC.**
a Delaware corporation

ASSIGNEE:

SPRINGCM INC.
a Delaware corporation

By:



WILLIAM L. SCHRADEN
CHAIRMAN, PRESIDENT & CEO

By:



SCHEDULE A

<u>Trademark</u>	<u>Status</u>	<u>Application Number</u>	<u>Filing Date</u>	<u>Registration Number</u>	<u>Registration Date</u>
PRIVIA	Registered	78/106095	01/31/2002	2853357	06/15/2004

NGEDOCs: 1553522.1