

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
Kefta Inc.		12/10/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Acxiom Corporation		
Street Address:	601 E. Third St.		
City:	Little Rock		
State/Country:	ARKANSAS		
Postal Code:	72201		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2714042	KEFTA	
CORRESPONDENCE DATA			
Fax Number:	(501)376-9442		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(501) 371-0808		
Email:	jdougherty@wlj.com		
Correspondent Name:	J. Charles Dougherty		
Address Line 1:	200 W. Capitol Ave., Ste. 2300		
Address Line 4:	Little Rock, ARKANSAS 72201		
NAME OF SUBMITTER:	J. Charles Dougherty		
Signature:	/chuck dougherty/		
Date:	12/11/2008		
Total Attachments: 1 source=Kefta#page1.tif			

OP \$40.00 2714042

TRADEMARK ASSIGNMENT

WHEREAS, Kefta Inc., a Delaware corporation, of 153 Kearny Street, Suite 209, San Francisco, California 94108, is the owner of the mark registered in the United States Patent and Trademark Office as follows:

KEFTA

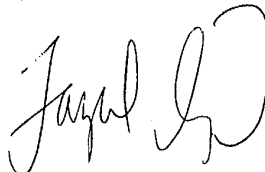
U.S. Reg. No. 2,714,042

WHEREAS, Acxiom Corporation, a Delaware corporation, of 601 E. Third Street, Little Rock, Arkansas 72201, desires to acquire the Mark and the registration therefor.

For good and valuable consideration, receipt of which is hereby acknowledged, Kefta Inc. assigns to Acxiom Corporation all right, title, and interest in and to the Mark and its associated registration, together with the goodwill of the business symbolized by the Mark, and the ongoing and existing business connected with the Mark.

Kefta Inc.

By:



Name: Fazal Majid

Title: Chief Technology Officer

STATE OF ARKANSAS

COUNTY OF FAULKNER

SUBSCRIBED AND SWORN TO before me, a notary public, this 10th day of DEC.
2008



Notary Public

My Commission Expires:

3-24-2014

