

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Memetrics Holdings Pty Limited		12/31/2007	CORPORATION: AUSTRALIA

RECEIVING PARTY DATA

Name:	Accenture Global Services GmbH
Street Address:	Herrenacker 15
City:	Schaffhausen
State/Country:	SWITZERLAND
Postal Code:	8200
Entity Type:	CORPORATION: SWITZERLAND

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2593781	MEMETRICS
Registration Number:	2741759	XOS
Registration Number:	2745853	XOS

CORRESPONDENCE DATA

Fax Number: (312)698-2064  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: leslie.a.bertagnolli@bakernet.com  
 Correspondent Name: Leslie Bertagnolli  
 Address Line 1: 130 E. Randolph Dr.  
 Address Line 2: One Prudential Plaza, Suite 3500  
 Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	22132341-081272
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DOMESTIC REPRESENTATIVE

Name:

CH \$90.00 2593781

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Leslie Bertagnolli
Signature:	/leslie bertagnolli/
Date:	01/21/2009

**Total Attachments: 5**

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**GENERAL DEED OF ASSIGNMENT**  
**of Intellectual Property Rights**  
**relating to the Business of**  
**Memetrics Holdings Pty Limited**

Memetrics Holdings Pty Limited  
 Level 15  
 141 Walker Street  
 North Sydney NSW 2060  
 Australia

(hereafter referred to as "Assignor")

and

Accenture Global Services GmbH  
 Herrenacker 15  
 8200 Schaffhausen  
 Switzerland

(hereafter referred to as "Assignee")

**WHEREAS**

Assignor and Accenture Australia Holdings Pty Limited, an Affiliate of Assignee ("Purchaser"), entered into that certain Share Purchase and Sale Agreement dated December 28, 2007, by and among all of the shareholders of Assignor ("Sellers"), Assignor and Purchaser (the "SSPA"); and

**WHEREAS**

As of the December 31, 2007 (the "Closing Date") pursuant to the SSPA, Purchaser acquired all of the issued share capital of Assignor, and Assignor became a wholly-owned subsidiary of Purchaser; and

**WHEREAS**

Assignor is the sole owner of Intellectual Property Rights (as hereinafter defined) rights relating to the business of Assignor and its subsidiaries and has the sole right of disposal; and

**WHEREAS**

Assignor is willing to assign and Assignee wishes to acquire the Intellectual Property Rights for the consideration and upon the terms set out in this Deed.

**NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:**

**1. ASSIGNMENT**

1.1 In consideration of the sum of Adjusted Purchase Price (as hereinafter defined ) payable according to Schedule 4, Assignor hereby sells, assigns, transfers and conveys with effect from the Effective Date (in accordance with Schedule 3) and for the world wide territory to Assignee:

**10. COUNTERPARTS**

This Agreement may be executed in any number of counterparts and by the Parties to it on separate counterparts, each of which shall be an original but all of which together shall constitute one and the same instrument.

**IN WITNESS WHEREOF** the Parties have caused the Agreement to be duly executed by their respective authorised officers as of the Effective Date.

**Memetrics Holdings Pty Limited**

Represented by:

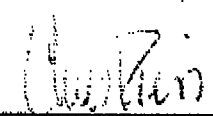
\_\_\_\_\_  
Name: Robert A. Hohnen

Title: Director and Secretary

Location: Level 15  
141 Walker Street  
North Sydney NSW 2060  
Australia

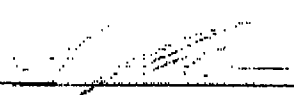
**Accenture Global Services GmbH**

Represented by:

  
\_\_\_\_\_  
Name: Christiane Riess

Title: Director of Operations

Location: Herrenacker 15  
8200 Schaffhausen  
Switzerland

  
\_\_\_\_\_  
Name: Thomas Kretschmer

Title: Intellectual Property Counsel

Location: Herrenacker 15  
8200 Schaffhausen  
Switzerland

**10. COUNTERPARTS**

This Agreement may be executed in any number of counterparts and by the Parties to it on separate counterparts, each of which shall be an original but all of which together shall constitute one and the same instrument.

**IN WITNESS WHEREOF** the Parties have caused the Agreement to be duly executed by their respective authorised officers as of the Effective Date.

**Memetrics Holdings Pty Limited**

**Accenture Global Services GmbH**

Represented by:

Represented by:



\_\_\_\_\_  
Name: Christiane Riess

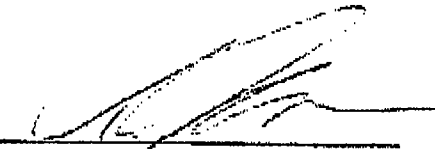
\_\_\_\_\_  
Name: Robert A. Hohnen

Title: Director and Secretary

Title: Director of Operations

Location: Level 15  
141 Walker Street  
North Sydney NSW 2060  
Australia

Location: Herrenacker 15  
8200 Schaffhausen  
Switzerland



\_\_\_\_\_  
Name: Thomas Kretschmer

Title: Intellectual Property Counsel

Location: Herrenacker 15  
8200 Schaffhausen  
Switzerland

**SCHEDULE 1**

**Intellectual Property Rights:**

All intellectual and industrial property rights owned or used by Assignor or which is reasonably required to carry on its business, including patents, rights in registered and unregistered trade marks (including domain names), rights in registered and unregistered designs, utility models, trade or business names, confidential information, know-how, database rights, topography rights, plant breeder varieties rights, passing-off rights, and copyright (including moral rights), performer protection rights or other industrial, intellectual or commercial rights (including rights in any invention, discovery or process), and applications for registration of any of the foregoing, and the right to apply therefore, in each case in any part of the world;

**Intellectual Property Rights include the following registrations and applications owned by Assignor:**

<b>Asset</b>	<b>Asset Component (including embedded shareware)</b>	<b>Protection (e.g. patents, trade marks, business names) including registration or application number</b>	<b>Country of registration or application (if applicable)</b>
MEMETRICS	Company name, registered for the following classes: Class 9 (Computer Software), Class 35 (Market Research Services), and Class 42 (Designing Computer Software for Others)	Trademark Reg. No. 2,593,781	US <i>Applications in process in Japan and EU</i>
M (Design)	Company logo, registered for Class 9, Class 35 and Class 42	Trademark Reg. No. 2,606,680	US
XOS	Software product name, registered for Class 9, Class 35 and Class 42	Trademark Reg. No. 2,741,759	US
XOS	Software product name, registered for Class 9, Class 35 and Class 42	Trademark Reg No 819626	Australia
XOS	Software product name, registered for Class 9, Class 35 and Class 42	Trademark Reg No 002090074	EU
XOS (Design)	Logo/design for software product, registered for Class 9, Class 35 and Class 42	Trademark Reg No 2,745,853	US

Choice Optimization System	n/a	Trademark (common law only; no registration)	US
Memetrics	Company name, registered for the following classes: Class 9 (Computer Software) and Class 42 (Designing Computer Software for Others)	Trademark application pending (filed July 2007)	Japan
Memetrics Enterprise	Software product name, registered for the following classes: Class 9 (Computer Software) and Class 42 (Designing Computer Software for Others)	Trademark application pending (filed July 2007)	Japan