

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HOOVER'S, INC.		09/18/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	DUN & BRADSTREET INC.		
Street Address:	103 JFK Parkway		
City:	Short Hills		
State/Country:	NEW JERSEY		
Postal Code:	07078		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77064929	BUSINESS IS PERSONAL	
Registration Number:	3319339	VISIBLE PATH	
Serial Number:	77064926	VISIBLE PATH	
CORRESPONDENCE DATA			
Fax Number:	(203)327-6401		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	203-327-4500		
Email:	trademark@ogrp.com		
Correspondent Name:	Paul D. Greeley		
Address Line 1:	One Landmark Square		
Address Line 2:	10th Floor		
Address Line 4:	Stamford, CONNECTICUT 06901		
ATTORNEY DOCKET NUMBER:	384.000USG		
NAME OF SUBMITTER:	Paul D. Greeley		

CH \$90.00 77064929

Signature:

/OGRP-PDG-JMM/

Date:

02/24/2009

Total Attachments: 3

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ASSIGNMENT

FOR ONE DOLLAR (\$1.00) and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **HOOVER'S, INC.**, a corporation organized and existing under the laws of the State of Delaware, having a place of business at c/o Dun & Bradstreet, Inc., 103 JFK Parkway, Short Hills, New Jersey 07078, United States ("Assignor"), is the owner of the trademark registration set forth in the attached Schedule A which is incorporated herein by reference. The Assignor hereby assigns, sells and transfers to **DUN & BRADSTREET INC.**, a corporation organized and existing under the laws of the State of Delaware, and having its place of business at 103 JFK Parkway, Short Hills, New Jersey 07078, (hereinafter referred to as "Assignee") the entire right, title and interest in and to the mark and Registration set forth in attached Schedule A, together with the goodwill symbolized by the mark and the registration thereof in the United States. This Assignment includes rights of protection and enforcement to the same throughout the world, including any trademark rights that may result therefrom; said marks and applications and Registrations to be held and enjoyed by said Assignee for its own use and behoof and for the use and behoof of its successors and assigns, to the full end of the term of the registrations or other rights of protection may be granted as fully and as entirely as the same would have been held and enjoyed by me had the assignment not been made.

ASSIGNOR COVENANTS that it has a full and unencumbered title to the mark hereby assigned, and that it has the right to grant such rights to said marks and that it will, at any time upon request without further compensation, execute and deliver any

and all papers or instruments that, in the opinion of the Assignee, may be necessary or desirable to secure said Assignee the full enjoyment of the rights and properties herein conveyed or intended to be conveyed by this instrument.



HOOVER'S INC.

By Richard S. Mattessich, Esq.
Name: Richard S. Mattessich
Title: Assistant Secretary

IN WITNESS WHEREOF, the Assignee has hereunto authorized the undersigned to affix the corporate seal and sign this instrument on its behalf this 18th day of September, 2008.



DUN & BRADSTREET INC.

By Richard S. Mattessich, Esq.
Name: Richard S. Mattessich
Title: Assistant Secretary

SCHEDULE A

TRADEMARKS / SERVICE MARKS

1-THRU-1	United States	09, 38, 41, 42	Pending (Let ABN)	3/19/2004	78/387,853
BUSINESS IS PERSONAL	Canada	09, 35, 41, 42	Pending	6/13/2007	1,351,592
BUSINESS IS PERSONAL	European Community	09, 35, 41, 42	Pending	6/15/2007	6008007
BUSINESS IS PERSONAL	India	09, 35, 41, 42	Pending	6/13/2007	1568218
BUSINESS IS PERSONAL	Japan				
BUSINESS IS PERSONAL	United States	09, 35, 41, 42	Pending	12/15/2006	77/064,929
BUSINESS IS PERSONAL	Canada		Pending	10/3/2006	1,318,787
RQ	European Community				
RQ	India	09	Pending	10/5/2006	1493795
RQ	India	42	Pending	10/5/2006	1493796
RQ	United States	09, 35, 38, 41, 42	Pending (Allowed)	4/5/2006	78/854,483
VISIBLE PATH	Canada		Pending	12/8/2006	1,327,563
VISIBLE PATH	European Community	09, 35, 38, 41, 42	Pending (Published)	10/5/2006	5358619
VISIBLE PATH	India	09	Pending	12/12/2006	1512553
VISIBLE PATH	India	35	Pending	12/12/2006	1512554
VISIBLE PATH	India	38	Pending	12/12/2006	1512555
VISIBLE PATH	India	41	Pending	12/12/2006	1512556
VISIBLE PATH	India	42	Pending	12/12/2006	1512557
VISIBLE PATH	Japan				
VISIBLE PATH	United States	09, 38, 41, 42	Registered	12/18/2002	78/195,973
VISIBLE PATH (& Design)	Canada		Pending	6/13/2007	1,351,593
VISIBLE PATH (& Design)	European Community	09, 35, 41, 42	Pending	6/14/2007	6003751
VISIBLE PATH (& Design)	India	09, 35, 41, 42	Pending	6/13/2007	1568219
VISIBLE PATH (& Design)	Japan				
VISIBLE PATH (& Design)	United States	09, 35, 41, 42	Pending	12/15/2006	77/064,926
YOUR NETWORK IS YOUR NET WORTH	United States	09, 35, 38, 41, 42	Pending (Allowed)	4/18/2006	78/864,136