

**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>
InsureMe	FORMERLY Insurance Shopping Network Inc.	02/01/2008	CORPORATION: COLORADO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bankrate, Inc.		
<b>Street Address:</b>	11760 U.S. Highway One North		
<b>City:</b>	Palm Beach		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33408		
<b>Entity Type:</b>	CORPORATION: FLORIDA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2953684	INSUREME	
Registration Number:	2918905	5QUOTES	
Registration Number:	2916151		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(303)741-6670		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	720-548-6176		
<b>Email:</b>	mike@insureme.com		
<b>Correspondent Name:</b>	Michael Sajdak		
<b>Address Line 1:</b>	9800 South Meridian Blvd - Ste 400		
<b>Address Line 4:</b>	Englewood, COLORADO 80134		
<b>NAME OF SUBMITTER:</b>	Michael T. Sajdak		
<b>Signature:</b>	/Michael T. Sajdak/		

OP \$90.00 2953684

Date:

06/29/2009

**Total Attachments: 10**

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Exhibit E

TRADEMARK ASSIGNMENT

Effective as of February 1, 2008

Effective as of the date set forth above (the "Effective Date"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, InsureMe, Inc., a Colorado corporation ("Assignor"), does hereby sell, transfer and set over to Bankrate, Inc., a Florida corporation ("Assignee"), all of Assignor's worldwide rights, title and interest in and to all of its trademarks and service marks and any pending applications or registrations with regard to the foregoing, as the same shall exist at the Closing, including but not limited to those listed on Schedule 1 attached hereto (collectively, the "Marks"), any renewals or extensions of such applications and registrations, and all rights therein and thereto in any country or locality worldwide, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks and the resulting right to recover damages and profits for past, present, or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made.

Assignor agrees to take such actions as are required in Section 6.5 of the Asset Purchase Agreement by and among the parties thereto, dated as the same date hereof, with respect to this Trademark Assignment of Assignor.

*[Remainder of Page Intentionally Left Blank]*

IN WITNESS WHEREOF, the Assignor and Assignee have executed this Trademark Assignment as of the date first set forth above.

**ASSIGNOR:**

INSUREME, INC.

By: *Robin L. Paquetta*  
Name: Robin L. Paquetta  
Title: Chief Operating Officer

**ASSIGNEE:**

BANKRATE, INC.

By: \_\_\_\_\_  
Name: Edward J. DiMaria  
Title: Senior Vice President & Chief Financial Officer

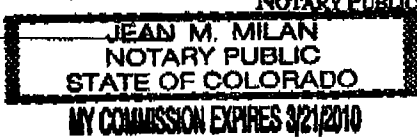
STATE OF COLORADO            )  
  )  
COUNTY OF DENVER            )

Before me, the undersigned, a Notary Public in and for the County and State aforesaid, personally appeared Robin L. Paquetta, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who upon oath acknowledged herself/himself to be the Chief Operating Officer of InsureMe, Inc., a Colorado corporation, and as such officer, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing on behalf of the corporation.

Witness my hand and seal, at office in Englewood CO, this the 5<sup>th</sup> day of February 2008.

*Jean M. Milan*  
NOTARY PUBLIC

My Commission Expires:



[Trademark Assignment Signature Page]

IN WITNESS WHEREOF, the Assignor and Assignee have executed this Trademark Assignment as of the date first set forth above.

**ASSIGNOR:**

INSUREME, INC.

By: \_\_\_\_\_

Name: Robin L. Paquette

Title: Chief Operating Officer

**ASSIGNEE:**

BANKRATE, INC.

By: 

Name: Edward J. DiMaria

Title: Senior Vice President & Chief Financial Officer

STATE OF COLORADO            )  
  )  
COUNTY OF DENVER            )

Before me, the undersigned, a Notary Public in and for the County and State aforesaid, personally appeared Robin L. Paquette, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who upon oath acknowledged herself/himself to be the Chief Operating Officer of InsureMe, Inc., a Colorado corporation, and as such officer, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing on behalf of the corporation.

Witness my hand and seal, at office in \_\_\_\_\_, \_\_\_\_\_, this the \_\_\_\_\_ day of February 2008.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires: \_\_\_\_\_

[Trademark Assignment Signature Page]

**SCHEDULE 1**

**ASSIGNMENT OF U.S. TRADEMARKS, COMMON LAW AND STATE  
TRADEMARKS, SERVICE MARKS AND ACCOMPANYING APPLICATIONS,  
REGISTRATIONS AND GOODWILL**

**See Attached**

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

Reg. No. 2,953,684

United States Patent and Trademark Office

Registered May 17, 2005

SERVICE MARK  
PRINCIPAL REGISTER



INSURANCE SHOPPING NETWORK, INC. (COL-  
ORADO CORPORATION)  
9800 SOUTH MERIDIAN BLVD. (SUITE 400)  
ENGLEWOOD, CO 80112

FIRST USE 1-1-2004; IN COMMERCE 1-1-2004.

SN 78-324,096, FILED 11-6-2003.

FOR: INSURANCE REFERRAL SERVICES, IN  
CLASS 35 (U.S. CLS. 100, 101 AND 102).

JIM RINGLE, EXAMINING ATTORNEY

Int. Cl.: 35

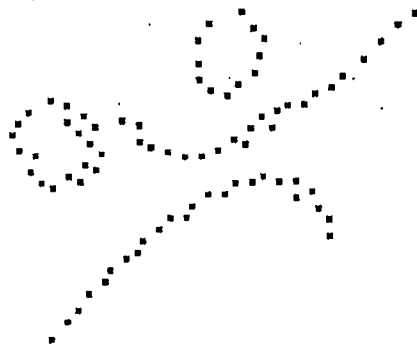
Prior U.S. Cls.: 100, 101 and 102

Reg. No. 2,916,151

United States Patent and Trademark Office

Registered Jan. 4, 2005

SERVICE MARK  
PRINCIPAL REGISTER



INSURANCE SHOPPING NETWORK, INC. (COL-  
ORADO CORPORATION)  
9800 S MERIDIAN BLVD STE 400  
ENGLEWOOD, CO 80112

THE MARK CONSISTS OF THE DESIGN OF A  
HUMAN BEING HOLDING A BRIEFCASE.

FOR: PROVIDING REFERRALS IN THE FIELD  
OF INSURANCE UNDERWRITING, IN CLASS 35  
(U.S. CLS. 100, 101 AND 102).

SER. NO. 78-274,479, FILED 7-15-2003.

FIRST USE 8-0-2002; IN COMMERCE 8-0-2002.

DAVID C. REIHNER, EXAMINING ATTORNEY



Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,918,905

Registered Jan. 18, 2005

**SERVICE MARK  
PRINCIPAL REGISTER**



INSURANCE SHOPPING NETWORK, INC. (COL-  
ORADO CORPORATION)  
9800 S MERIDIAN BLVD STE 400  
ENGLEWOOD, CO 80112

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "5 QUOTES", APART FROM THE  
MARK AS SHOWN.

FOR: INSURANCE REFERRAL SERVICES, IN  
CLASS 35 (U.S. CLS. 100, 101 AND 102).

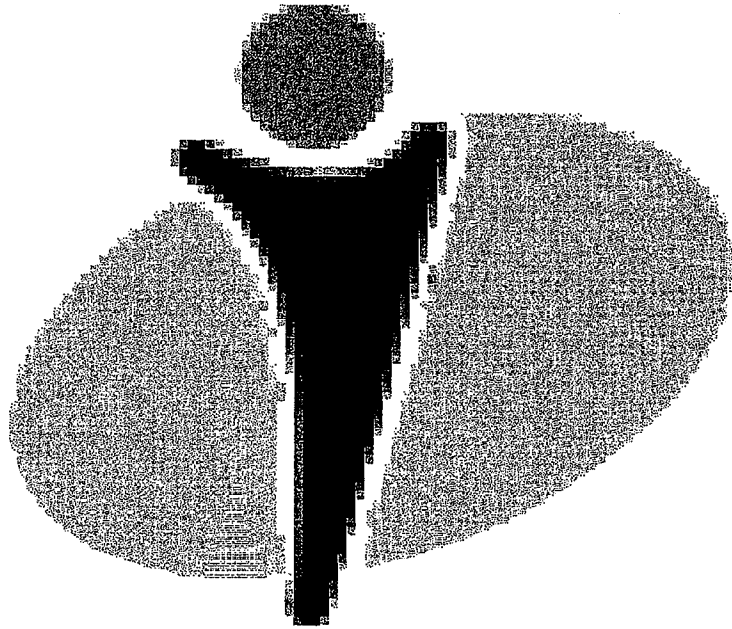
SER. NO. 78-276,157, FILED 7-18-2003.

FIRST USE 1-0-2002; IN COMMERCE 1-0-2002.

GEOFFREY FOSDICK, EXAMINING ATTORNEY







**INSURE** *WZ*