

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
Analytical, a division of Draftfcb, Inc.		08/31/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MNJ Data Corp.		
Street Address:	7001 Columbia Gateway Drive		
Internal Address:	c/o Merkle Inc.		
City:	Columbia		
State/Country:	MARYLAND		
Postal Code:	21046		
Entity Type:	CORPORATION: MARYLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2923559	ANALYTICI	
CORRESPONDENCE DATA			
Fax Number:	(215)656-2498		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(215)656-2458		
Email:	pto.phil@dlapiper.com		
Correspondent Name:	IP Group of DLA Piper LLP (US)		
Address Line 1:	1650 Market Street, Suite 4900		
Address Line 2:	One Liberty Place		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
NAME OF SUBMITTER:	William L. Bartow		
Signature:	/william l. bartow/		
Date:	09/24/2009		

CH \$40.00 2923559

Total Attachments: 3

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TRADEMARK AND DOMAIN NAME ASSIGNMENT

WHEREAS, AnalyticI, a division of Draftfcb, Inc. ("Assignor"), a Delaware corporation, has adopted and owns: (i) the trademarks listed on Exhibit A attached hereto ("Marks"); and (ii) the internet domain names listed on Exhibit B (collectively, the "Domain Names");

WHEREAS, MNJ Data Corp. ("Assignee"), a Maryland corporation, desires to acquire the entire right, title and interest in and to the Marks and the corresponding registrations, and the Domain Names; and

WHEREAS, Assignor agrees to assign and transfer to Assignee the Marks and the corresponding registrations, and the Domain Names, together with the goodwill in the business symbolized by the Marks and the Domain Names, and Assignee agrees to accept such assignment and transfer, and acquire the Marks and the Domain Names, all in accordance with the terms of this Trademark and Domain Name Assignment, which is dated, and effective, as of August 31, 2009;

NOW THEREFORE, in consideration of the mutual covenants set forth herein, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby:

1. assign and transfer to Assignee all right, title and interest in and to the Marks and the Domain Names, together with the goodwill in the business symbolized by the Marks and the registrations thereof, as evidenced by the registration certificates, the originals of which are being simultaneously transferred upon execution of this Assignment;
2. agree to perform all reasonable and proper acts, including without limitation, recordation of the trademark assignment agreed to herein, at the reasonable request and sole expense of Assignee, which Assignee may require in order to vest in Assignee all of Assignor's right, title and interest in and to the Marks and the registrations thereof and the Domain Names.

AnalyticI, a division of Draftfcb, Inc.

By: [Signature]

Its: CORPORATE COUNSEL

Sworn to before me this 31st day of August, 2009

[Signature: Karen M. Johnson]
Notary Public

L:PMD/CORP/Merkle Trademark and Domain Name Assignment

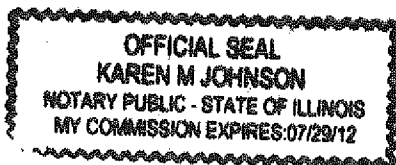


EXHIBIT A
Trademark Registrations

1. ANALYTICI, registered in the U.S. on the Principal Register of the United States Patent and Trademark Office, on February 1, 2005, in International Classes 35 and 42, Registration No. 2,923,559;
2. ANALYTICI, registered in Australia with the Australian Trade Marks Office, on July 3, 2001, in International Class 35, Registration No. 857887;
3. ANALYTICI, registered in Brazil, in the Brazilian Patent and Trademark Office, on July 10, 2007, in International Class 35, Registration No. 823407179;
4. ANALYTICI, registered in Canada with the Canadian Intellectual Property Office, Registrar of Trade-marks, on October 24, 2002, in International Class 35, Registration No. TMA569,570;
5. ANALYTICI, registered in France with the French Trade Marks Office, on November 21, 2000, in International Class 35, Registration No., 003065767;
6. ANALYTICI, registered in Germany with the German Patent and Trademark Office, as of May 22, 2000, in International Class 35, Registration No. 300 85 629;
7. ANALYTICI, registered in Malaysia with the Intellectual Property Corporation of Malaysia, as of May 22, 2000, in International Class 35, Registration No. 00016648;
8. ANALYTICI, registered in Mexico with the Mexican Institute of Industrial Property as of November 30, 2001, in International Class 35, Registration No. 725508;
9. ANALYTICI, registered in Spain in the Spanish Patent and Trademark Office, on November 21, 2000, in International Class 35, Registration No. 2359071;
10. ANALYTICI, registered in the United Kingdom with the U.K. Trade Marks Registry, on November 22, 2000, in International Class 35, Registration No.2253617

EXHIBIT B
Internet Domain Name Registrations

ANALYTICI.COM

ANALYTICI.NET

ANALYTICEYE.COM

ANALYTICEYE.NET

ANALYTICINTERACTIVE.COM

ANALYTICINTERACTIVE.NET

ANALYTICALI.COM

ANALYTICALI.NET

L:PMD/CORP/Merkle Trademark and Domain Name Assignment