

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
InsideVenture, Inc.		09/15/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Credit Managers Association of California		
Doing Business As:	DBA Credit Management Association		
Street Address:	40 East Verdugo Avenue		
City:	Burbank		
State/Country:	CALIFORNIA		
Postal Code:	91510		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77740870	HPPO	
CORRESPONDENCE DATA			
Fax Number:	(714)513-5130		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	714-513-5100		
Email:	mwisniewski@sheppardmullin.com		
Correspondent Name:	Michelle LaVoie Wisniewski		
Address Line 1:	650 Town Center Drive		
Address Line 2:	4th Floor		
Address Line 4:	Costa Mesa, CALIFORNIA 92626		
ATTORNEY DOCKET NUMBER:	074S-150381		
NAME OF SUBMITTER:	Michelle LaVoie Wisniewski		
Signature:	/mlw/		

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**TRADEMARK
 REEL: 004075 FRAME: 0531**

Date:

10/08/2009

Total Attachments: 1

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made effective as of September 15, 2009 by and between InsideVenture, Inc., a Delaware corporation, ("Assignor") and Credit Managers Association of California, a California corporation, dba Credit Management Association, in its sole and limited capacity as Assignee for the Benefit of Creditors of InsideVenture, Inc. ("Assignee"). Assignor and Assignee may be collectively referred to as the "Parties."

RECITALS

WHEREAS, Assignor owns a federal trademark application for trademark Serial No. 77/740,870 for the mark **HPPO** in connection with "financial services, namely, providing financial advice, access to, and management of long term public and private funding sources, namely, private equity firms, venture capital firms, crossover funds, mutual funds and public equity funds" in International Class 36 (the "Mark").

WHEREAS, Assignee desires to acquire Assignor's right, title, and interest in and to the Mark together with all of the goodwill of Assignor's business symbolized by or associated with the Mark.

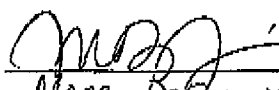
WHEREAS, Assignor desires to assign to Assignee all of his right, title and interest in and to the Mark together with all of the goodwill of Assignor's business symbolized by or associated with the Mark.

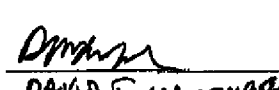
ASSIGNMENT

NOW THEREFORE, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns, transfers and conveys to Assignee all of its right, title and interest in and to the Mark, including without limitation any and all registrations, applications, and/or common law rights for the Mark throughout the world, together with all of the goodwill of Assignor's business symbolized by or associated with the Mark, and any and all income, royalties, damages and payments now or hereafter due and/or payable with respect thereto including, without limitation, damages and payments for past, present or future infringements.

ASSIGNOR,

ASSIGNEE,

By: 
Title: Mona DeBrawsi
CEO

By: 
Title: DAVID T. MACOMARA
V.P. CFO