

**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>
Credit Managers Association of California		10/02/2009	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	NEA 13 SM, LLC		
<b>Street Address:</b>	1119 St. Paul Street		
<b>City:</b>	Baltimore		
<b>State/Country:</b>	MARYLAND		
<b>Postal Code:</b>	21202		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77740870	HPPO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(714)513-5130		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	714-513-5100		
<b>Email:</b>	mwisniewski@sheppardmullin.com		
<b>Correspondent Name:</b>	Michelle LaVoie Wisniewski		
<b>Address Line 1:</b>	650 Town Center Drive		
<b>Address Line 2:</b>	4th Floor		
<b>Address Line 4:</b>	Costa Mesa, CALIFORNIA 92626		
<b>ATTORNEY DOCKET NUMBER:</b>	074S-150381		
<b>NAME OF SUBMITTER:</b>	Michelle LaVoie Wisniewski		
<b>Signature:</b>	/mlw/		

CH \$40.00 77740870

Date:

10/08/2009

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT is made effective as of October 2, 2009 by and between 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. ("Assignor") and NEA 13 SM, LLC, a Delaware limited liability company ("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: *David T. Macomber*  
DAVID T. MACOMBER  
Title: *V.P. CFO*

By: *Louis S. Citron*  
Louis S. Citron  
Title: *Authorized Person*