

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
BEV-AL COMMUNICATIONS, INC.		12/24/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MARKET TRACK, LLC		
<b>Street Address:</b>	125 High Rock Avenue		
<b>Internal Address:</b>	1st Floor		
<b>City:</b>	Saratoga Springs		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	12866		
<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>	
Registration Number:	2424885	FEATURETRAC	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(312)523-2557		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3129774400		
Email:	ipdocket@uhl.com		
Correspondent Name:	Susan Meyer c/o Ungaretti & Harris LLP		
Address Line 1:	70 West Madison Street		
Address Line 2:	Suite 3500, Attn: IP TM Docket		
Address Line 4:	Chicago, ILLINOIS 60601-4224		
ATTORNEY DOCKET NUMBER:	1004123-9001		
NAME OF SUBMITTER:	Susan Meyer		
Signature:	/Susan Meyer/		

CH \$40.00 2424885

Date:

01/28/2010

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

WHEREAS, BEV-AL COMMUNICATIONS, INC., a Delaware corporation ("Assignor"), is the owner of the entire right, title and interest, domestic and foreign, to the following trademark:

**FEATURETRAC Reg. No. 2,424,885**

WHEREAS, MARKET TRACK, LLC, a Delaware limited liability company ("Assignee"), is desirous of acquiring the trademark and the associated goodwill, pursuant to the terms of that certain Asset Purchase Agreement dated as of December 11, 2009 by and among Assignee, Assignor, and Marion Minor (the "Asset Purchase Agreement").

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and set over to Assignee all right, title, and interest in and to the trademark, all goodwill associated with the trademark, and all convention and treaty rights of all kinds in all countries of the world with respect to the foregoing, all the aforementioned property rights to be held and enjoyed by Assignee for its own use, benefit, and behalf and for the use, benefit, and behalf of Assignee's successors, assigns and 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, together with all claims for damages by reason of past infringement of the trademarks once used and with the right to sue for and collect the same for Assignee's use and behalf and for the use and behalf of Assignee's successors, assigns and other legal representatives.

In the event of a conflict between the terms and conditions hereof and the terms and conditions of the Asset Purchase Agreement, the terms and conditions of the Asset Purchase Agreement shall govern, supersede and prevail. This Assignment shall be governed by, and construed under the laws of the State of Delaware, without regard to conflicts-of-laws principles that would require the application of any other law.

Bev-Al Communications, Inc., a Delaware corporation

Date: 12/23/09

By: *Marion F. Minor*

Name: Marion F. Minor

Title: President & CEO

Date: 12/24/09

*Wendy Swanson Stein*

Signature of Witness

WENDY SWANSON STEIN

Name of Witness

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