

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
Personified, LLC		02/01/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	CareerBuilder, LLC		
Street Address:	200 North LaSalle Street, Suite 1100		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77355623	PERSONIFIED	
CORRESPONDENCE DATA			
Fax Number:	(312)993-9767		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(312) 876-7700		
Email:	thomas.buettner@lw.com		
Correspondent Name:	Thomas J. Buettner		
Address Line 1:	Latham & Watkins LLP		
Address Line 2:	233 S. Wacker Drive, Suite 5800		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	033982-0052		
NAME OF SUBMITTER:	Thomas J. Buettner		
Signature:	/tjb/		

OP \$40.00 77355623

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**TRADEMARK
 REEL: 004144 FRAME: 0334**

Date:

02/04/2010

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, on December 19, 2007, CareerBuilder, LLC, a Delaware Limited Liability Company, with its principal place of business at 200 North LaSalle Street, Suite 1100, Chicago, Illinois 60601 ("CareerBuilder"), applied to register the mark PERSONIFIED (the "Mark") on the Principal Register of the United States Patent and Trademark Office based on its *bona fide* intent to use the mark in commerce in connection with consulting services in the field of human resources, employee recruitment, hiring, retention, development and management; business research and surveys in International Class 35, Application Serial No. 77/355,623 (the "Application");

WHEREAS, in January of 2008, CareerBuilder commenced use of the Mark in connection with consulting services in the field of human resources, employee recruitment, development, management, business research, reports and surveys;

WHEREAS, effective April 1, 2008, CareerBuilder, LLC assigned all rights in the Application and the Mark together with its business related thereto to Personified, LLC, a Delaware Limited Liability Company, with its principal place of business at 200 North LaSalle Street, Suite 1100, Chicago, Illinois 60601 ("Personified");

WHEREAS, Personified has since adopted, owns and is using the Mark in connection with the following goods and/or services: consulting services in the field of human resources, employee recruitment, development, management, branding and social media; business research, reports and surveys; and

WHEREAS, CareerBuilder desires to acquire any and all rights, title and interest that Personified has in the Mark, the Application and the portion of Personified's business associated with its *bona fide* intent to use the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Personified hereby sells, assigns and transfers to CareerBuilder all right, title and interest in and to the Mark and the pending Application therefor, together with that portion of Assignor's business in connection with which it has a *bona fide* intent to use and has subsequently used the Mark.

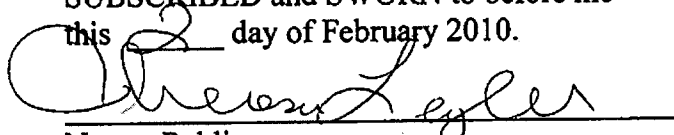
Personified, LLC



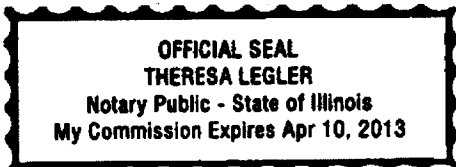
Ryan J. Fitts
Secretary

Dated as of February 2, 2010

SUBSCRIBED and SWORN to before me
this 2 day of February 2010.



Notary Public
My Commission Expires: 4/10/13



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