

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	03/01/2007		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Dynamic Research and Solutions, Inc.		03/01/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	IMS Health Incorporated		
Street Address:	1107 Orange Street, Suite 1410 Nemours Building		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Registration Number:	2971256	BRAND MAXIMIZER	
Registration Number:	3250986	PREDICTOR STM	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(610)260-6640		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	610-260-6643		
Email:	LegalDept@US.IMSHEALTH.COM		
Correspondent Name:	IMS Software Services Ltd/ J. Moore		
Address Line 1:	660 West Germantown Pike		
Address Line 4:	Plymouth Meeting, PENNSYLVANIA 19462		
ATTORNEY DOCKET NUMBER:	DRSI ASSIGNMENT		
NAME OF SUBMITTER:	Patricia Carroll		

OP \$65.00 2971256

**900155403**

**TRADEMARK  
 REEL: 004154 FRAME: 0290**

Signature:	/Patricia Carroll/
Date:	02/23/2010
Total Attachments: 3 source=DRSI TM ASSIGNMENT.1#page1.tif source=DRSI TM ASSIGNMENT.1#page2.tif source=DRSI TM ASSIGNMENT.1#page3.tif	

**TRADEMARK ASSIGNMENT**

Assignment effective this 1st day of March , 2007.

WHEREAS, Dynamic Research and Solutions, Inc. a corporation organized and existing under the laws of the State of Delaware, having an office for the transaction of business at 180 Mount Airy Road, Suite 103, Basking Ridge, New Jersey , United States (hereinafter "Assignor"), being the owner of all rights, title and interest in and to each of the marks identified on Schedule A attached hereto and the United States trademark/ service mark registrations and/or applications therefor together with the goodwill of the business symbolized by each the marks; and

WHEREAS, IMS Health Incorporated, a corporation organized and existing under the laws of State of Delaware having an office for the transaction of business at 1007 Orange Street, Suite 1410, Nemours Building, Wilmington, De 19801 (hereinafter "Assignee"), is desirous of acquiring all rights, title, and interest in and to each of the marks identified on Schedule A attached hereto and the United States trademark/service mark registrations and/or applications therefor together with the goodwill of the business symbolized by each of the marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the parties hereto, said Assignor, does hereby irrevocably assign, transfer, grant, set over and convey unto Assignee, its successors and assigns, without reservation of any rights, title or interest, Assignor's entire worldwide and universal rights, title and interest in and to each of the marks identified on Schedule A attached hereto and the United States trademark/ service mark registrations and/or applications therefor together with the goodwill of the business symbolized by each of the marks, and with respect to applications that have been filed based on an intent to use the mark identified therein, that part of the business to which the trademark or service mark pertains, the same to be held and enjoyed by Assignee, for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, subsidiaries or other legal representatives, as the same would have been held and enjoyed by Assignor if this assignment had not been made, including, but not limited to, all common-law rights of Assignor in and/or to each of the marks listed in Schedule A attached hereto, and Assignor's right to sue for all claims, demands and/or causes for action, both at law and in equity, that Assignor may have on account of any infringement, claim of unfair competition, likelihood of confusion or dilution of one or more of the marks listed in Schedule A attached hereto or any other claim or cause of action related to one or more of the marks prior to and following the effective date of this Assignment.

IN WITNESS WHEREOF, representatives of the parties, having full power and authority to do so, have executed this Assignment effective as of the date first written above.

Dynamic Research and Solutions, Inc. (Assignor)

BY WAY OF BILL OF SALE AND ASSIGNMENT  
ATTACHED HERETO.

Dated: March 1, 2007

By: \_\_\_\_\_

Name :  
Title :

IMS HEALTH INCORPORATED (Assignee)

BY WAY OF BILL OF SALE AND ASSIGNMENT  
ATTACHED HERETO.

Dated: March 1, 2007

By: \_\_\_\_\_

Name :  
Title :

**SCHEDULE A**

<b>Mark</b>	<b>Registration No/Serial No</b>
<b>Brand Maximizer</b>	<b>2971256</b>
<b>Predictor STM</b>	<b>3250986</b>

BILL OF SALE AND ASSIGNMENT  
Dated March 1, 2007

from DYNAMIC RESEARCH AND SOLUTIONS INC.,  
a Delaware corporation (hereinafter called "DRSI"),

to IMS HEALTH INCORPORATED,  
a Delaware corporation (hereinafter called "IMS").

In connection with the liquidation of DRSI, DRSI hereby assigns and transfers to IMS as of the close of business on March 1, 2007 all the contracts, agreements, rights, permits, licenses, properties and assets of DRSI, both real and personal, tangible and intangible, of every kind and nature, and wheresoever located.

IN WITNESS WHEREOF, the parties hereto have caused this Bill of Sale and Assignment to be signed in their respective corporate names by one of their respective officers the day and year first above written.

IMS HEALTH INCORPORATED:

By: Robin Nance

Name: Robin Nance

Title: Assistant Corp. Secy

DYNAMIC RESEARCH AND SOLUTIONS INC.

By: Frank Cunniff

Name: Frank Cunniff

Title: President, DRSI