

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|--|----------------------|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| MostChoice.com, Inc. | | 01/01/2010 | CORPORATION: GEORGIA |
| RECEIVING PARTY DATA | | | |
| Name: | NetQuote, Inc. | | |
| Street Address: | 1860 Blake Street | | |
| Internal Address: | Suite 900 | | |
| City: | Denver | | |
| State/Country: | COLORADO | | |
| Postal Code: | 80202 | | |
| Entity Type: | CORPORATION: COLORADO | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2638123 | MOSTCHOICE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (303)607-3600 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 303-607-3500 | | |
| Email: | trademarkdnvr@faegre.com | | |
| Correspondent Name: | Joshua A. Smith | | |
| Address Line 1: | 1700 Lincoln Street | | |
| Address Line 2: | 3200 Wells Fargo Center | | |
| Address Line 4: | Denver, COLORADO 80203-4532 | | |
| ATTORNEY DOCKET NUMBER: | 77862-321661 | | |
| NAME OF SUBMITTER: | Joshua A. Smith | | |
| Signature: | /Joshua A. Smith/ | | |

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 REEL: 004179 FRAME: 0632**

Date:

04/02/2010

Total Attachments: 3

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Schedule 1

Trademark Assignment

Dated April 1, 2010

WHEREAS, MostChoice.com, Inc., a Georgia corporation ("Assignor"), is the owner of the trademarks described on *Schedule 1-A* hereto (the "Trademarks"); and

WHEREAS, pursuant to the terms of that certain Asset Purchase Agreement, dated as of March 22, 2010 (the "Agreement"), by and between Assignor and NetQuote Inc, a Colorado corporation ("NetQuote"), Assignor has agreed to assign to NetQuote all of Assignor's right, title, and interest in and to the Trademarks (and the portion of the business to which the Trademarks pertain), together with the goodwill associated therewith.

NOW THEREFORE, for the consideration set forth in the Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. In connection with the transfer of the portion of the business to which the Trademarks pertain, Assignor hereby sells, transfers, conveys, assigns, and sets over unto NetQuote, its successors and assigns, Assignor's entire right, title and interest in and to the Trademarks, including, without limitation, all registrations and applications therefor and the right to apply for and register the Trademarks, in the United States of America and all foreign countries, together with the goodwill of Assignor's business in which the Trademarks are used and symbolized by the Trademarks, all common law and statutory rights related thereto, all rights of renewal and extension, and the right to sue and recover for damages and profits for past infringements thereof.

2. This Assignment shall be governed by and construed in accordance with the laws of the State of Georgia without reference to such state's principles of conflicts of law.

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IN WITNESS WHEREOF, the undersigned has executed this Trademark Assignment effective as of the date shown above.

MOSTCHOICE.COM, INC.

By: *Martin Fleischmann*
Name: Martin Fleischmann
Title: President + CEO

Schedule 1-A

Trademarks

| Mark | Country | Registration # | Status |
|-------------|----------------|-----------------------|---------------|
| MOSTCHOICE | U.S. | 2638123 | Registered |