

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
SharedVue, Inc.		05/27/2010	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	United Business Media LLC		
Street Address:	600 Community Drive, 4th Floor		
City:	Manhasset		
State/Country:	NEW YORK		
Postal Code:	11030		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3692935	SHAREDVUE	
CORRESPONDENCE DATA			
Fax Number:	(212)768-6800		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-768-5367		
Email:	trademarks@sonnenschein.com		
Correspondent Name:	Monica B. Richman		
Address Line 1:	P.O. Box #061080		
Address Line 2:	Wacker Dr. Station, 233 South Wacker Dr.		
Address Line 4:	Chicago, ILLINOIS 60606-1080		
ATTORNEY DOCKET NUMBER:	20001431-1921		
NAME OF SUBMITTER:	Monica B. Richman- Attorney of record		
Signature:	/monica b. richman/		

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**TRADEMARK
 REEL: 004221 FRAME: 0308**

Date:

06/09/2010

Total Attachments: 2

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CONFIRMATORY ASSIGNMENT OF TRADEMARKS

This Confirmatory Assignment of Trademarks is made effective as of this 27 day of May, 2010, by and between SharedVue, Inc., a North Carolina corporation located at 900 Ridgefield Drive, Suite 140, Raleigh, North Carolina 27713 ("SharedVue"), for the benefit of United Business Media LLC, a Delaware corporation located at located at 600 Community Drive, Manhasset, New York ("Buyer").

Whereas, SharedVue is the owner of the trademark and trademark registration listed in the attached Schedule A, and the goodwill of the business symbolized by said trademark and trademark registration; and

Whereas, Buyer wishes to acquire said trademark and trademark registration, and the goodwill of the business symbolized by said trademark and trademark registration.

Whereas, this Confirmatory Assignment of Trademarks is made pursuant to the Asset Purchase Agreement by and among Buyer, SharedVue, and Strategic Insights, Inc., a North Carolina corporation (the "Purchase Agreement").

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, SharedVue hereby sells, assigns, and transfers unto Buyer, SharedVue's entire right, title and interest in and to said trademark and the registration therefor, together with the good will of the business symbolized by said trademark and trademark registration, and SharedVue's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of said trademark.

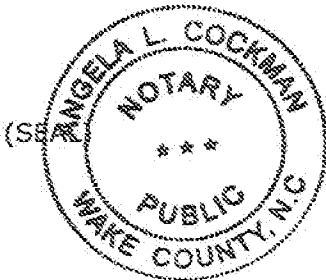
IN WITNESS WHEREOF, SharedVue has caused this Confirmatory Assignment of Trademarks to be executed by its duly authorized officer as of the date written below.

SHAREDVUE, INC.

By: [Signature]
Name: M. Reid Overcash
Title: Chief Executive Officer

STATE OF NC)
COUNTY OF Wake)

On this the 27th day of May, 2010, before me, Notary Public in and for the State and County aforesaid, personally appeared _____ who acknowledged himself to be the _____ of SharedVue, Inc., a North Carolina corporation, and that he, as such _____, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by himself as _____.



[Signature]
Notary Public, State of NC
My commission expires: 12/19/14

U.S. Trademarks

Mark	Registration (Application) Number	Issue (Filing) Date	Goods
SHAREDVUE	3692935	June 15, 2007	IC 042. US 100 101. G & S: Non-downloadable non-interactive web-based software service not involving collaborative work-sharing that allows content providers to broadcast dynamic syndicated content to a receiving network of multiple websites to update the website content, namely, the receiving network being a dealer network, large employer having multiple locations or government entity; non-downloadable non-interactive web-based software service not involving work-sharing that allows a network of micro websites to disseminate information, namely, e-mails or direct mail to a permission granted list; non-downloadable non-interactive web-based software service not involving work-sharing for tracking website metrics and reporting website user preferences.