

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 |
| 29West, Inc. | | 03/22/2010 | CORPORATION: ILLINOIS |
| RECEIVING PARTY DATA | | | |
| Name: | Informatica Corporation | | |
| Street Address: | 100 Cardinal Way | | |
| City: | Redwood City | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94063-4755 | | |
| Entity Type: | CORPORATION: | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3017621 | LATENCY BUSTERS | |
| Registration Number: | 3227604 | ULTRA MESSAGING | |
| Registration Number: | 3504334 | PARALLEL PERSISTENCE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (404)885-6685 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 404-885-1500 | | |
| Email: | tmatlanta@seyfarth.com | | |
| Correspondent Name: | Seyfarth Shaw, LLP | | |
| Address Line 1: | 1075 Peachtree Street NE | | |
| Address Line 2: | Suite 2500 | | |
| Address Line 4: | Atlanta, GEORGIA 30309-3962 | | |
| ATTORNEY DOCKET NUMBER: | 32659.000001 | | |
| NAME OF SUBMITTER: | Joseph V. Myers III | | |

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**TRADEMARK
 REEL: 004255 FRAME: 0380**

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|---|----------------------|
| Signature: | /Joseph V Myers III/ |
| Date: | 08/05/2010 |
| Total Attachments: 3 source=29West TM Assignment#page1.tif source=29West TM Assignment#page2.tif source=29West TM Assignment#page3.tif | |

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is entered into as of Mar. 22, 2010 (the "Effective Date") by and between 29West, Inc., an Illinois corporation ("Assignor"), and Informatica Corporation, a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the trademarks listed on Exhibit "A" hereto (the "Marks"), such Marks being the subject of pending applications (the "Applications") or having achieved registration in various jurisdictions (the "Registrations") as more fully described on Exhibit "A" hereto;

WHEREAS, Assignee desires to acquire Assignor's right, title, and interest in and to the Marks, the Applications and the Registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and conveys to Assignee Assignor's entire right, title, and interest in and to the Marks, the Applications and the Registrations, together with the goodwill of the business symbolized by the Marks, and together with all of Assignor's right to sue and recover for past, present and future infringements of the Marks, the same to have and to hold by Assignee as fully and entirely as the same would have been held by Assignor had this assignment not been made.

Assignor agrees that it shall deliver any further instruments or documents, and take all such further reasonable action, as Assignee may request, including procuring assurance and cooperation from Assignor's officers and employees, in order to transfer to and vest in Assignee all right, title, and interest in and to the Marks, the Applications and the Registrations. Assignor, on behalf of itself hereby irrevocably appoints Assignee as its power-of-attorney, effective as of the date hereof, with full right of substitution for the purpose of executing such documents and taking such other actions. This power of attorney shall be for the benefit of Assignee, its licensees, successors, and assigns, and is coupled with an interest.

[Signatures on Following Page]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed by its authorized representative as of the date first above written.

Assignor:

29West, Inc.

By: 

Mark A. Pellowski
Secretary

State of California)
County of San Mateo)

On June 9, 2010 before me, Charlotte C. Carberry, Notary Public, personally appeared Mark A. Pellowski, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his their authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature  (Seal)

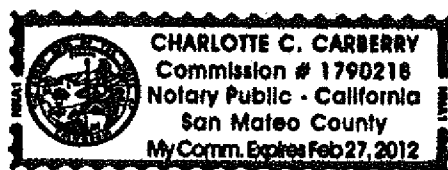


Exhibit "A"

Registrations

| Jurisdiction | Trademark | Registration No. |
|---------------------|----------------------|-------------------------|
| United States | LATENCY BUSTERS | 3,017,621 |
| United States | ULTRA MESSAGING | 3,227,604 |
| United States | PARALLEL PERSISTENCE | 3,504,334 |

Applications

| Jurisdiction | Trademark | Application Serial No. |
|---------------------|-------------------|-------------------------------|
| United States | ZERO LATENCY TOUR | 77/835,432 |