

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Strategic Insight Mutual Fund Research & Consulting Electronic Products, Inc.		07/28/2009	CORPORATION: CONNECTICUT

**RECEIVING PARTY DATA**

<b>Name:</b>	Asset International Inc.
<b>Street Address:</b>	805 Third Avenue (at 50th Street) 21st Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10022
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Registration Number:	3391184	SIMFUND FILING
Registration Number:	2201793	FUND FILING
Registration Number:	2653715	STRATEGIC INSIGHT MUTUAL FUND RESEARCH AND CONSULTING
Registration Number:	2117487	SIMFUND
Registration Number:	3035268	FUND FILING

**CORRESPONDENCE DATA**

**Fax Number:** (703)848-2981  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 7035843270  
**Email:** sfreedman@rmsclaw.com  
**Correspondent Name:** Susan M. Freedman  
**Address Line 1:** 7918 Jones Branch Drive, Suite 500  
**Address Line 4:** McLean, VIRGINIA 22102

ATTORNEY DOCKET NUMBER:	040960.29
NAME OF SUBMITTER:	Susan M. Freedman
Signature:	/Susan M. Freedman/
Date:	11/17/2010
Total Attachments: 5 source=18#page1.tif source=18#page2.tif source=18#page3.tif source=18#page4.tif source=18#page5.tif	

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "*Assignment*") is entered into by and among Strategic Insight Mutual Fund Research and Consulting Electronic Products, Inc., a Connecticut corporation ("*Seller*"), Strategic Insight Mutual Fund Research and Consulting, LLC, a New York limited liability company and wholly owned subsidiary of Seller ("*Selling Subsidiary*" and together with Seller, the "*Assignors*"), and Asset International, Inc., a Delaware corporation ("*Assignee*"), as of July 30, 2009 (the "*Effective Date*"). Capitalized terms used but not otherwise defined herein shall have the meanings assigned to them in the Purchase Agreement (as defined below).

WHEREAS, Assignors hold all right, title and interest in and to the trademarks identified in the attached Schedule A (the "*Marks*");

WHEREAS, Assignors, Case Interactive Media, Inc., a Delaware corporation ("*Case*"), Assignee, a wholly owned subsidiary of Case, and the persons identified therein as Owners have entered into an Asset Purchase Agreement, dated as of the date hereof (the "*Purchase Agreement*"), pursuant to which Assignors sold to Assignee, and Assignee acquired from Assignors, all right, title and interest in, to and under all of the Assets, including, without limitation, the rights in the Marks and the goodwill of the Business and the Assets symbolized thereby;

NOW, THEREFORE, in consideration of the premises set forth above and in the Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignors hereby sell, assign, convey, transfer and deliver unto said Assignee and its successors, assigns, and legal representatives, free and clear of all Encumbrances (other than Permitted Encumbrances), their entire right, title and interest in and throughout the United States of America, its territories and all foreign countries, in, to and under the Marks (including any common law rights that may exist and are associated therewith), together with the goodwill of the Business and the Assets symbolized thereby and appurtenant thereto, the same to be held and enjoyed by said Assignee, its successors, permitted assigns or legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment.

Assignors further authorize the Commissioner for Trademarks or Director of the United States Patent & Trademark Office, and any official of any country or countries foreign to the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Assignee, its successors, legal representatives and assigns in accordance with the terms of this instrument.

*[Remainder of page intentionally left blank. Signature page(s) to follow.]*



IN WITNESS WHEREOF, Assignee has caused this Assignment to be executed as a sealed instrument by its duly authorized officer as of the date first written above.

**ASSIGNEE: ASSET INTERNATIONAL, INC.**

Signature: \_\_\_\_\_

Name:

James A. Casella

Title:

President and Chief Executive Officer

On this 21st day of July, 2009, before me, the undersigned Notary Public, personally appeared James Casella, proved to me through satisfactory evidence of identification, which was/were \_\_\_\_\_, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his/her knowledge and belief. The above-indicated individual is duly authorized to execute this document singly on behalf of ASSIGNEE and executed this document of his/her own free will.

Irene Clifford  
Signature of Notary

IRENE CLIFFORD  
Notary Public, State of New York  
No. 01CL6110422  
Qualified in Westchester County  
Commission Expires May 24, 2012 (Seal)

My Commission Expires: \_\_\_\_\_

SIGNATURE PAGE TO  
TRADEMARK ASSIGNMENT

**TRADEMARK**  
**REEL: 004416 FRAME: 0459**

**SCHEDULE A**

**Marks**

<b>Serial Number</b>	<b>Reg. Number</b>	<b>Word Mark</b>
78505450	3035268	Fund Filing
78097280	2756076	Annuity Insight
77183565	3391184	Simfund Filing
75112834	2201793	Fund Filing
76266075	2653715	Strategic Mutual Research Consulting Insight Fund and
75112833	2117487	Simfund