

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
Townsend Analytics, Ltd.		12/31/2010	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	RealTick LLC		
Street Address:	100 South Wacker Drive		
Internal Address:	20th Floor		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	3593883	EUROVAB	
Registration Number:	2547387	HOTTREND	
Serial Number:	77969535		
Serial Number:	85056515	LIQUIDITY SCOPE	
Registration Number:	2405718	REALTICK	
Registration Number:	2876560	REALTICK	
Serial Number:	77969549	REALTICK API	
Serial Number:	77954480	REALTICK DATA	
Registration Number:	2712768	REALTRADE	
Registration Number:	2355296	TA_SRV	
Registration Number:	2603340	TAL	
Registration Number:	2868722	TAL DATA	
Registration Number:	3408599	TICKETMINDER	

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Registration Number:	2424766	TOWNSEND ANALYTICS
Registration Number:	3148055	TURBOOPTIONS
Registration Number:	2850382	WEBTICK

CORRESPONDENCE DATA

Fax Number: (312)616-5700
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-616-5600
Email: trademark@leydig.com
Correspondent Name: Leydig, Voit & Mayer, Tamara Miller
Address Line 1: 180 N. Stetson, Two Prudential Plaza
Address Line 2: Suite 4900
Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	271568
NAME OF SUBMITTER:	Tamara A. Miller
Signature:	/Tamara A. Miller/
Date:	01/14/2011

Total Attachments: 7
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Assignment”) is made and entered into as of December 31, 2010 (“Effective Date”) by and between Townsend Analytics, Ltd., an Illinois corporation (“Assignor”) with its principal office at 100 South Wacker Drive, Chicago, Illinois 60606, and RealTick LLC, a Delaware limited liability company (“Assignee”) with its principal office at 100 South Wacker Drive, Chicago, Illinois 60606.

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement dated December 15, 2010 (the “Purchase Agreement”); and

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in and to the United States trademark registrations and applications identified and set forth on the Schedule A attached hereto and the foreign trademark registrations and trademark applications identified and set forth on Schedule B attached hereto, in each case, together with the common law trademark rights and goodwill in the Business (as defined in the Purchase Agreement) associated with the trademarks described in such trademark registrations and trademark applications (collectively, the “Marks”); and

WHEREAS, pursuant to the Purchase Agreement, Assignee wishes to acquire and Assignor wishes to assign all right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee the entire right, title and interest in and to the Marks, any renewals and extensions of the registrations, for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns or other legal representatives, together with all of Assignor’s interest in income, royalties, damages and payments accrued, due or payable with respect to the Marks as of the Effective Date or thereafter, and not paid to Assignor or any of its Affiliates (as defined in the Purchase Agreement) as of the Effective Date (including damages and payments for past, present or future infringementsof the Marks, the right to sue and recover for past infringements thereof, and the right to pursue any and all rights corresponding to the Marks throughout the world.

Assignor hereby requests the Commissioner of Patents and Trademarks and the corresponding entities or agencies in any other applicable countries to record Assignee as the assignee and owner of the Marks.

Assignor shall provide Assignee, Assignee’s successors, assigns or other legal representatives, all such cooperation and assistance as Assignee may reasonably deem necessary or desirable, at Assignee’s sole cost and expense, (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, specimens, assignments, powers of attorney, and exhibits to any of the foregoing or other documentation as may be reasonably required) to implement or perfect this Assignment.

This Assignment may be executed in one or more counterparts, each of which when executed shall be deemed to be an original but all of which taken together shall constitute


one and the same agreement. Delivery of an executed counterpart of a signature page to this Assignment by facsimile or portable document format (.pdf) shall be as effective as delivery of a manually executed counterpart of this Assignment.

* * * * *

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the Effective Date.

TOWNSEND ANALYTICS, LTD

REALTICK LLC

By: 

By: _____

Name: JAI WESTWOOD

Name: _____

Title: Authorized Signatory

Title: _____

[Signature Page to Trademark Assignment]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the Effective Date.

TOWNSEND ANALYTICS, LTD

REALTICK LLC

By: _____

By: _____ 

Name: _____

Name: Craig S. Lax



Title: _____

Title: Chief Executive Officer

[Signature Page to Trademark Assignment]

SCHEDULE A

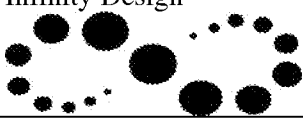

UNITED STATES TRADEMARK REGISTRATIONS

Trademark	Jurisdiction	Serial No. / Date	Registration No. / Date	Record Owner
EuroVAB	U.S.	77/375323 1/18/2008	3593883 3/24/2009	Townsend Analytics, Ltd.
Hottrend	U.S.	76/300407 8/16/2001	2547387 3/12/2002	Townsend Analytics, Ltd.
Infinity Design 	U.S.	77/969535 3/26/2010	n/a	Townsend Analytics, Ltd.
	U.S.	77/969521	n/a	Townsend Analytics, Ltd.
Liquidity Scope	U.S.	85/056515 6/7/2010	n/a	Townsend Analytics, Ltd.
Real Cross	U.S.	(Application Abandoned)	n/a	n/a
RealNet	U.S.	(Application Abandoned)	n/a	n/a
RealTick	U.S.	75/751113 7/14/1999	2405718 11/21/2000	Townsend Analytics, Ltd.
RealTick	U.S.	76/520248 5/8/2003	2876560 8/24/2004	Townsend Analytics, Ltd.
RealTick API	U.S.	77/969549 3/26/2010	n/a	Townsend Analytics, Ltd.
RealTick Data	U.S.	77/954480 3/9/2010	n/a	Townsend Analytics, Ltd.
realtick.com	U.S.	(Application Abandoned)	n/a	n/a
RealTrade	U.S.	76/279890 6/27/2001	2712768 5/6/2003	Townsend Analytics, Ltd.
TA_SRV	U.S.	75/776698 8/13/1999	2355296 6/6/2000	Townsend Analytics, Ltd.
TAL	U.S.	75/773400 8/11/1999	2603340 8/6/2002	Townsend Analytics, Ltd.
TAL Data	U.S.	76/512525 5/8/2003	2868722 8/3/2004	Townsend Analytics, Ltd.
TicketMinder	U.S.	77/242104 7/30/2007	3408599 4/8/2008	Townsend Analytics, Ltd.
Townsend Analytics	U.S.	75/773041 8/11/1999	2424766 1/30/2001	Townsend Analytics, Ltd.
TurboOptions	U.S.	78/661964	3148055	Townsend Analytics, Ltd.

		6/30/2005	9/26/2006	
Virtual Aggregated Book	Application Abandoned	Application Abandoned	n/a	n/a
WebTick	U.S.	76/485962 1/29/2003	2850382 6/8/2004	Townsend Analytics, Ltd.

SCHEDULE B

EUROPEAN COMMUNITY TRADEMARK REGISTRATIONS

Trademark	Jurisdiction	Serial No. / Date	Registration No. / Date	Record Owner
EuroVAB	E.C.	6593611 1/21/2008	6593611 1/8/2009	Townsend Analytics, Ltd.
Hottrend	E.C.	3054822 2/14/2003	3054822 10/14/2004	Townsend Analytics, Ltd.
Infinity Design 	E.C.	8992349 3/30/2010	8992349 9/20/2010	Townsend Analytics, Ltd.
Liquidity Scope	E.C.	9396029 9/23/2010	n/a	Townsend Analytics, Ltd.
RealTick	E.C.	3054061 2/14/2003	3054061 10/27/2004	Townsend Analytics, Ltd.
RealTick	E.C.	n/a	9512005	Townsend Analytics, Ltd.
RealTick API	E.C.	8992315 3/30/2010	8992315 9/20/2010	Townsend Analytics, Ltd.
RealTick Data	E.C.	8803678 1/11/2010	8803678 6/28/2010	Townsend Analytics, Ltd.
RealTrade	E.C.	3054971 2/14/2003	3054971 1/20/2006	Townsend Analytics, Ltd.
RealTrade	Benelux	1105089 2/23/2006	795461 3/15/2006	Townsend Analytics, Ltd.
TA-SRV	E.C.	3054269 2/14/2003	3054269 10/14/2004	Townsend Analytics, Ltd.
TAL	E.C.	3054947 2/14/2003	3054947 10/20/2004	Townsend Analytics, Ltd.
TAL Data	E.C.	3100096 3/20/2003	3100096 9/27/2004	Townsend Analytics, Ltd.
TAL TRADE	Benelux		795462	Townsend Analytics, Ltd.
TicketMinder	E.C.	6153068 7/31/2007	6153068 6/10/2008	Townsend Analytics, Ltd.
Townsend Analytics	E.C.	3054145 2/14/2003	3054145 10/14/2004	Townsend Analytics, Ltd.
Townsend RealTick and Design 	E.C.	8992372 3/30/2010	8992372 9/20/2010	Townsend Analytics, Ltd.
TurboOptions	E.C.	4520185 7/1/2005	4520185 6/16/2006	Townsend Analytics, Ltd.

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