

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		SECURITY INTEREST	
CONVEYING PARTY DATA			
Name		Formerly	Execution Date
Entity Type			
Opinionology, Inc.		formerly known as Western Wats Center, Inc.	01/21/2011
CORPORATION: UTAH			
RECEIVING PARTY DATA			
Name:		General Electric Capital Corporation, as Agent	
Street Address:		500 West Monroe Street	
City:		Chicago	
State/Country:		ILLINOIS	
Postal Code:		60661	
Entity Type:		CORPORATION: DELAWARE	
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3082403	OPINION OUTPOST	
Registration Number:	3054317	WESTERN WATS	
Registration Number:	2768958	HUMANVOICE	
Registration Number:	2713382	LIGHTSPRING	
Serial Number:	77928853	OPINIONOLOGY	
CORRESPONDENCE DATA			
Fax Number:		(203)325-5001	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:		2033255061	
Email:		kdonohue@fdh.com	
Correspondent Name:		Kathleen Donohue, Finn Dixon & Herling	
Address Line 1:		177 Broad Street	
Address Line 4:		Stamford, CONNECTICUT 06901	
ATTORNEY DOCKET NUMBER:		2692.136	

OP \$140.00 3082403

900182000

TRADEMARK
 REEL: 004458 FRAME: 0619

NAME OF SUBMITTER:	Kathleen Donohue
Signature:	/s/ Kathleen Donohue
Date:	01/21/2011
Total Attachments: 5 source=01163399#page1.tif source=01163399#page2.tif source=01163399#page3.tif source=01163399#page4.tif source=01163399#page5.tif	

TRADEMARK SECURITY AGREEMENT

TRADEMARK SECURITY AGREEMENT, dated as of January 21, 2011, by each of the entities listed on the signature pages hereof (or that becomes a party hereto pursuant to Section 7.14 of the Pledge and Security Agreement referred to below) (each a "Grantor", and, collectively, the "Grantors"), in favor of General Electric Capital Corporation ("GE Capital"), as agent for the Secured Parties (as defined in the Credit Agreement referred to below) (in such capacity, the "Agent").

RECITALS:

A. Pursuant to the Credit Agreement dated as of January 21, 2011 (as amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement"), by and among Opinionology, Inc. (the "Borrower"), WWC Acquisition, Inc. ("Holdings"), WWC Holdings Corp. ("Parent"), the Lenders (as defined in the Credit Agreement) at any time party thereto, and GE Capital as agent for the Lenders and the L/C Issuers, the Lenders and the L/C Issuers have severally agreed to make extensions of credit to the Borrower upon the terms and subject to the conditions set forth therein;

B. Parent, Holdings and each direct or indirect domestic Subsidiary thereof (other than the Borrower) have guaranteed the Obligations pursuant to that certain Guaranty dated as of January 21, 2011, by Parent, Holdings and the Subsidiary Guarantors in favor of the Agent, for the benefit of itself and the other Secured Parties; and

C. All the Grantors are party to that certain Pledge and Security Agreement dated as of January 21, 2011 (as amended, restated, supplemented or otherwise modified from time to time, the "Pledge and Security Agreement") in favor of the Agent pursuant to which the Grantors are required to execute and deliver this Trademark Security Agreement.

NOW, THEREFORE, in consideration of the premises and to induce the Lenders, the L/C Issuers and the Agent to enter into the Credit Agreement and to induce the Lenders and the L/C Issuers to make their respective extensions of credit to the Borrower thereunder, each Grantor hereby agrees with the Agent as follows:

DEFINED TERMS

1.1 Unless otherwise defined herein, terms defined in the Credit Agreement or in the Pledge and Security Agreement, as the case may be, and used herein (including the recitals) have the meaning given to them in the Credit Agreement or the Pledge and Security Agreement, as the case may be.

GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL

2.1 Each Grantor, as collateral security for the full, prompt and complete payment and performance when due (whether at stated maturity, by acceleration or otherwise) of the Obligations (as defined in the Pledge and Security Agreement) of such Grantor, hereby mortgages, pledges and hypothecates to the Agent, for the benefit of the Secured Parties, and grants to the Agent, for the benefit of the Secured Parties, a lien on and security interest in, all of its right, title and interest in, to and under the following Collateral (other than Excluded Assets) of such Grantor (the "Trademark Collateral"):

(a) all of its Trademarks and Trademark Licenses to which it is a party, including, without limitation, those referred to on Schedule I hereto;

(b) all reissues, continuations or extensions of the foregoing;

(c) all goodwill of the business connected with the use of, and symbolized by, each Trademark and each Trademark License; and

(d) all Proceeds of the foregoing, including, without limitation, any claim by such Grantor against third parties for past, present, future (i) infringement or dilution of any Trademark or Trademark licensed under any Trademark License or (ii) injury to the goodwill associated with any Trademark or any Trademark licensed under any Trademark License.

PLEDGE AND SECURITY AGREEMENT

3.1 The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Agent pursuant to the Pledge and Security Agreement and each Grantor hereby acknowledges and affirms that the rights and remedies of the Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Pledge and Security Agreement, the terms, provisions and conditions of which are incorporated by reference herein as if fully set forth herein.

* * *

[Signatures Pages Follow]

IN WITNESS WHEREOF, each Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

OPINIONOLOGY, INC., as Grantor

By 


Name: DAVID HAYNES
Title: CEO

[SIGNATURE PAGE TO TRADEMARK SECURITY AGREEMENT]

TRADEMARK
REEL: 004458 FRAME: 0623

ACCEPTED AND AGREED
as of the date first above written:

GENERAL ELECTRIC CAPITAL CORPORATION,
as Agent

By 
Name: *Erik Van Vuren*
Title: Its Duly Authorized Signatory

[SIGNATURE PAGE TO TRADEMARK SECURITY AGREEMENT]

TRADEMARK
REEL: 004458 FRAME: 0624

SCHEDULE I

Intellectual Property

Registered Trademarks:

Jurisdiction of Application or Registration	Trademark Name	Owner	Application Number/ Application Date	Registration Number/ Registration Date	Status
US	OPINION OUTPOST	OPINIONOLOGY, INC.	78/616480 4/25/05	3082403 4/18/06	REGISTERED
US	WESTERN WATS	OPINIONOLOGY, INC.	78/548283 1/15/05	3054317 1/31/06	REGISTERED
US	HUMAN-VOICE	OPINIONOLOGY, INC.	76/431221 7/15/02	2768958 9/30/03	REGISTERED
US	LIGHT SPRING	OPINIONOLOGY, INC.	76/430904 7/15/02	2713382 5/6/03	REGISTERED
US	C WESTERN WATS CENTER STYLIZED	OPINIONOLOGY, INC.	N/A	12710 8/14/89	NOT RENEWED
US	OPINION-OLOGY	OPINIONOLOGY, INC.	77928853 2/5/10		APPLICATION PENDING
Canada	OPINION OUTPOST - CANADA	OPINIONOLOGY, INC.	1485960 6/21/10		APPLICATION PENDING
US	{n}Fusion	OPINIONOLOGY, INC.	1485960 10/25/10		APPLICATION PENDING