

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
Data Analysis Inc.		04/29/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	William O'Neil & Co. Incorporated		
Also Known As:	AKA William O'Neil + Company Incorporated		
Street Address:	12655 Beatrice Street		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90066		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85177777	WILLIAM O'NEIL+CO.	
CORRESPONDENCE DATA			
Fax Number:	(310)552-7031		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-551-8755		
Email:	pto-cc@gibsondunn.com		
Correspondent Name:	Mandy Robertson-Bora		
Address Line 1:	2029 Century Park East, 40th Floor		
Address Line 2:	Gibson, Dunn & Crutcher LLP		
Address Line 4:	Los Angeles, CALIFORNIA 90067-3026		
ATTORNEY DOCKET NUMBER:	19238-00013		
NAME OF SUBMITTER:	Mandy Robertson-Bora		
Signature:	/mandy robertson-bora/		

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Date:

05/03/2011

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

WHEREAS, Data Analysis Inc., a California corporation, owns the trademark application for the mark as set forth on Exhibit A hereto (hereinafter the "Mark" and the " Application"); and

WHEREAS, William O'Neil & Co. Incorporated,¹ a Delaware corporation having an address 12655 Beatrice Street, Los Angeles, CA 90066 (hereinafter "Assignee"), desires to acquire any and all rights that Assignor has in and to the Mark and Application, together with the associated goodwill;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark and the Application, including all common-law rights, throughout the world, together with the associated goodwill.

Data Analysis Inc.

By: 
Name: Don Drake
Title: Chief Financial Officer, Secretary,
Treasurer and Director
Date: April 29, 2011

¹ William O'Neil & Co. Incorporated is also known as William O'Neil + Co. Incorporated and William O'Neil + Company Incorporated.

Exhibit A

Mark	Application No.	Registration Date
WILLIAM O'NEIL+CO. (Stylized) 	Application No. 85/177777	N/A

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