

**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	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BET TWICE CONSULTING LLC		04/14/2011	LIMITED LIABILITY COMPANY: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	FLUENT, INC.		
<b>Street Address:</b>	70 West 40th Street, 16th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3800943	IDERBY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)894-5712		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-940-8712		
<b>Email:</b>	linda.chan@kattenlaw.com		
<b>Correspondent Name:</b>	Linda S. Chan		
<b>Address Line 1:</b>	575 Madison Avenue		
<b>Address Line 2:</b>	Katten Muchin Rosenman LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	100965-00002		
<b>NAME OF SUBMITTER:</b>	Linda S. Chan		
<b>Signature:</b>	/Linda S. Chan/		

CH \$40.00 3800943

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**TRADEMARK**  
 REEL: 004542 FRAME: 0856

Date:

05/17/2011

Total Attachments: 2

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**ASSIGNMENT OF TRADEMARK**

ASSIGNMENT made this *14<sup>th</sup>* day of April, 2011, by BET TWICE CONSULTING LLC, an Ohio limited liability company ("Assignor"), to FLUENT, INC., a Delaware corporation ("Assignee"),, having offices at 70 West 40th Street, 16th Floor, New York, NY 10018.

FOR TEN DOLLARS AND OTHER GOOD AND VALUABLE CONSIDERATION, receipt of which Assignor acknowledges, Assignor hereby sells, assigns and transfers to the Assignee all rights, title and interests of the Assignor in and to all of the following:

Trademark:



U.S. Trademark Registration No.: 3800943, registered on June 8, 2010

All other registrations of the Trademark throughout the world, all applications, renewals and extensions thereof now or hereafter in effect and all common law rights therefor in the United States and throughout the world foregoing;

All goodwill associated with the foregoing

All other rights in and to the Trademark

Any available inventory of materials bearing the Trademark

In the event that Assignee is unable to secure the signature of Assignor on any other documents, including, without limitation, assignments, applications or any other documents deemed necessary by Assignee, in its sole discretion, to carry out the purposes of this Assignment of Trademark, Assignor hereby irrevocably designates and appoints Assignee or its designee(s) as agent of and attorney-in-fact for Assignor, for such limited purposes only, which appointment is coupled with an interest, to act for and on behalf of Assignor to execute, verify and file any such documents.

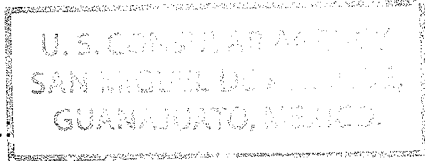
IN WITNESS WHEREOF, the Assignor has executed this Assignment of Trademark on the date set forth below.

Dated: April *14*, 2011


BET TWICE CONSULTING LLC

By *Melley Q. Smith* *Melley Q. Smith*  
Name: *Melley Q. Smith*  
Title: *PRESIDENT*

UNITED STATES OF AMERICA }  
STATE OF } ss.  
COUNTY OF }



On this 14<sup>th</sup> day of April, 2011, , before me personally appeared Mckay C. Smith  
\_\_\_\_\_, to me known, who, being by me duly sworn, did depose and say that ~~(s)~~he  
executed the foregoing Assignment of Trademark on behalf of the Assignor therein; that ~~(s)~~he  
has all requisite power and authority to do so; and that ~~(s)~~he signed his(her) name thereto.

  
\_\_\_\_\_  
Notary Public  
My Commission Expires: does not expire

(Notarial Seal)