

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Adams Capital Management IV, L.P.		05/06/2011	LIMITED PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA

Name:	First Insight, Inc.
Street Address:	2800 Carson Street, Suite 200
City:	Pittsburgh
State/Country:	PENNSYLVANIA
Postal Code:	15203
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	3739570	FIRST INSIGHT
Registration Number:	3682259	WHAT CUSTOMERS WANT
Registration Number:	3697734	VOS
Registration Number:	3691354	VOICE OF STORE
Registration Number:	3697733	SPN
Registration Number:	3711068	ACE
Registration Number:	3682258	ACTIVE CUSTOMER ENGAGEMENT
Registration Number:	3711067	VCV
Registration Number:	3704261	VIRTUAL CUSTOMER VIEWPOINT

CORRESPONDENCE DATA

Fax Number: (412)209-0672
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (412) 297-4900
 Email: iptrademark@cohenlaw.com

900193393

**TRADEMARK
 REEL: 004552 FRAME: 0967**

CH \$240.00 3739570

Correspondent Name: Christine W. Trebilcock, Cohen & Grigsby
Address Line 1: 625 Liberty Avenue
Address Line 4: Pittsburgh, PENNSYLVANIA 15222-3152

ATTORNEY DOCKET NUMBER: 14431.0008 (ASSIGNMENT)

NAME OF SUBMITTER: Christine W. Trebilcock

Signature: /Christine W. Trebilcock/

Date: 06/02/2011

Total Attachments: 3

source=14431.0008 Executed TM Security Release from Adams Capital to First Insight#page1.tif

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TERMINATION OF TRADEMARK SECURITY INTEREST

This TERMINATION OF TRADEMARK SECURITY INTEREST, dated as of May 6, 2011, is made by Adams Capital Management IV, L.P., on behalf of itself and as lender's agent (the "Secured Party").

WHEREAS, First Insight, Inc. (the "Grantor") granted a security interest in certain personal property to the Secured Party, including without limitation a security interest in certain trademarks, trademark applications, and/or trademark licenses identified on Schedule A ("Trademarks");

WHEREAS, the security interest granted to the Secured Party was recorded at the United States Patent and Trademark Office on February 23, 2010 at Reel 004153 Frame 0859; and

WHEREAS, the Secured Party has agreed to terminate and release its security interest in all of such Trademarks upon payment in full of all of the Obligations (as defined in that certain Note Purchase Agreement, dated February 22, 2010, as amended, between the Secured Party and Grantor).

NOW, THEREFORE, in consideration of payment in full of the Obligations, the Secured Party hereby terminates and releases all mortgages, liens, and security interests granted to the Secured Party in the following Trademarks:

1. all of the Grantor's Trademarks referred to on Schedule A attached hereto;
2. all goodwill of the business connected with the use of, and symbolized by, each Trademark; and
3. all products and proceeds of the foregoing, including, without limitation, any claim by the Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark or (ii) injury to the goodwill associated with any Trademark, and any damages arising from past, present and future violations thereof.

[SIGNATURE PAGE FOLLOWS]


IN WITNESS WHEREOF, the Security Party has caused this Termination of Trademark Security Interest to be duly executed as of the date first set forth above.

SECURED PARTY

Adams Capital Management IV, L.P.

By: ACM Partners 2007, L.P., General Partner

By: ACM 2007, LLC, General Partner

By: 
Name: Joel P. Adams
Title: Member

SCHEDULE A

U.S. Trademarks

MARK	REG. NO.	REG. DATE	STATUS
FIRST INSIGHT	3,739,570	19-JAN-2010	REGISTERED
WHAT CUSTOMERS WANT	3,682,259	15-SEP-2009	REGISTERED
VOS	3,697,734	20-OCT-2009	REGISTERED
VOICE OF STORE	3,691,354	6-OCT-2009	REGISTERED
SPN	3,697,733	20-OCT-2009	REGISTERED
ACE	3,711,068	17-NOV-2009	REGISTERED
ACTIVE CUSTOMER ENGAGEMENT	3,682,258	15-SEP-2009	REGISTERED
VCV	3,711,067	17-NOV-2009	REGISTERED
VIRTUAL CUSTOMER VIEWPOINT	3,704,261	3-NOV-2009	REGISTERED