

**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>
Choicestream, Inc.		07/20/2011	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	RichRelevance, Inc.		
<b>Street Address:</b>	275 Battery St.		
<b>Internal Address:</b>	Suite 1150		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94111		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3378718	REALRELEVANCE	
<b>Registration Number:</b>	3657301	REALRELEVANCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(949)851-9348		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	949-851-0633		
<b>Email:</b>	michaelwilliams@quinnemanuel.com, claudiabogdanos@quinnemanuel.com, ulanaholubec@quinnemanuel.com		
<b>Correspondent Name:</b>	Michael Williams/Claudia Bogdanos		
<b>Address Line 1:</b>	51 MADISON AVENUE 22ND FLOOR		
<b>Address Line 4:</b>	New York, NEW YORK 10010		
<b>ATTORNEY DOCKET NUMBER:</b>	23074		
<b>NAME OF SUBMITTER:</b>	Ulana Holubec (Attorney)		

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**TRADEMARK**  
**REEL: 004588 FRAME: 0482**

Signature:	/ulanaholubec/
Date:	07/21/2011
Total Attachments: 1 source=Assignment of US Trademark (REALRELEVANCE)#page1.tif	

**ASSIGNMENT OF U.S. TRADEMARKS**

WHEREAS, ChoiceStream, Inc. a Delaware corporation with its address at 210 Broadway Street, Cambridge, Massachusetts 02139 ("Assignor"), owns all right, title and interest in and to the following marks which are registered with the United States Patent and Trademark Office:

U.S. Trademark Registration No. 3,378,718 - REALRELEVANCE

U.S. Trademark Registration No. 3,657,301 - REALRELEVANCE;

WHEREAS, RichRelevance, Inc., a Delaware Corporation with its address at Suite 1150, 275 Battery Street, San Francisco California 94111 ("Assignee") is desirous of acquiring said trademarks and the registrations and all attendant rights thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign, sell and transfer to Assignee its entire right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the common law right and the registrations thereof.

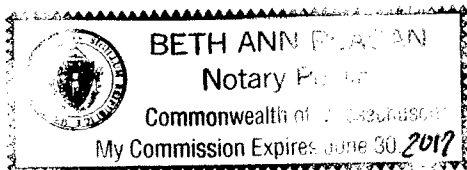
**CHOICESTREAM, INC. (Assignor)**

By [Signature]  
Authorized Signature

MARK J GALLAGHER  
Printed Name

CFO  
Title

7/20/11  
Date



STATE OF [ Massachusetts ] ) ss.:  
COUNTY OF [ Middlesex ]  
  
On this [ 20 ] day of July, 2011, before me personally appeared Mark J Gallagher to me known who, being by me duly sworn, did depose and say that he is the CFO (title) of Choice Stream, Inc., the Assignor, described herein and which executed the foregoing instrument and that he signed his name thereto.  
  
[Signature]  
Notary Public