

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|---|----------------------------------|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | |
| CONVEYING PARTY DATA | | | |
| Name | | Formerly | Entity Type |
| Icerocket.com, LLC | | | LIMITED LIABILITY COMPANY: TEXAS |
| Execution Date | | 06/30/2011 | |
| RECEIVING PARTY DATA | | | |
| Name: | | Meltwater News International Holdings GmbH | |
| Street Address: | | 50 Fremont Street | |
| City: | | San Francisco | |
| State/Country: | | CALIFORNIA | |
| Postal Code: | | 94105 | |
| Entity Type: | | COMPANY: SWITZERLAND | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | | Number | Word Mark |
| Registration Number: | | 3075219 | ICEROCKET.COM |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | (415)836-2501 | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | |
| Phone: | | 415 836 2557 | |
| Email: | | tmdocket@dlapiper.com, barbara.ellen@dlapiper.com | |
| Correspondent Name: | | Heather A. Dunn, Esq. DLA Piper LLP | |
| Address Line 1: | | 555 Mission Street, Suite 2400 | |
| Address Line 4: | | San Francisco, CALIFORNIA 94105 | |
| NAME OF SUBMITTER: | | Heather A. Dunn, Esq. | |
| Signature: | | /Heather Dunn/ | |
| Date: | | 08/15/2011 | |
| Total Attachments: 3 source=ICEROCKET assignment#page1.tif source=ICEROCKET assignment#page2.tif source=ICEROCKET assignment#page3.tif | | | |

CH \$40.00 3075219

Exhibit E

TRADEMARK ASSIGNMENT

This Trademark Assignment is made and entered into as of June ~~11~~30, 2011 (this "Trademark Assignment"), by and between Icerocket.com, LLC, a Texas limited liability company ("Assignor"), located at 2909 Taylor Street Dallas, Texas 75226, and Meltwater News International Holdings GmbH, a Swiss company ("Assignee"), located at 50 Fremont Street, Suite 200, San Francisco, California 94105.

Assignor is the owner of the following U.S. trademark registration:

| Trademark | Registration No. | Date of Registration |
|------------------|-------------------------|-----------------------------|
| ICEROCKET.COM | 3075219 | April 4, 2006 |

RECITALS

A. Assignor is the owner of the trademark ICEROCKET.COM (the "Trademark") and said registration therefor, together with the common law rights and goodwill of the business symbolized by the Trademark; and

B. Under the terms of that certain Asset Purchase Agreement dated as of June ~~11~~30, 2011 by and between Assignor and Assignee, Assignor has agreed to, among other things, transfer to Assignee the Trademark and any and all registrations therefore along with the goodwill associated therewith.

ASSIGNMENT

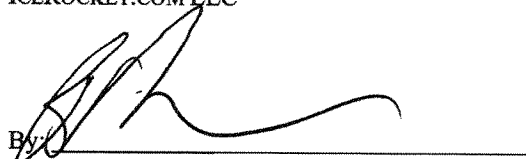
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby transfers, sells, assigns, conveys and delivers to Assignee and its successors and assigns, Assignor's entire right, title and interest in and to the Trademark and said registration therefor, in the United States and throughout the world, together with all common law rights and the goodwill of the business symbolized thereby, together with the right to recover for damages and profits for past infringements thereof, if any.

Assignor, hereby constitutes and appoints Assignee as Assignor's true and lawful attorney in fact, with full power of substitution in Assignor's name and stead, to take any and all steps, including proceedings at law, in equity or otherwise, to execute, acknowledge and deliver any and all instruments and assurances necessary or expedient in order to vest or perfect the aforesaid rights and causes of action more effectively in Assignee or to protect the same or to enforce any claim or right of any kind with respect thereto. This includes, but is not limited to, any rights with respect to the Trademark that may have accrued in Assignor's favor from the respective date of first use of the Trademark to the Effective Date of this Assignment. Assignor hereby declares that the foregoing power is coupled with an interest and as such is irrevocable.

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be duly executed on their respective behalf, by their respective officers thereunto duly authorized, all as of the day and year first above written.

ICEROCKET.COM LLC

MELTWATER NEWS INTERNATIONAL HOLDINGS
GMBH

By: 

Name: Blake Ryan Rhodes
Title: Chief Executive Officer

By: _____

Name: Ingolf Gald
Title: Director

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be duly executed on their respective behalf, by their respective officers thereunto duly authorized, all as of the day and year first above written.

ICEROCKET.COM LLC

MELWATER NEWS INTERNATIONAL HOLDINGS
GMBH

By: _____
Name: Blake Ryan Rhodes
Title: Chief Executive Officer

By: G. Gald
Name: Ingolf Gald
Title: Director

TRADEMARK