

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
Decision Intelligence, Incorporated		09/26/2011	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Rally, Incorporated		
Street Address:	3520 Overland Avenue, Suite A161		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90034		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3477234	DECISION INTELLIGENCE	
CORRESPONDENCE DATA			
Fax Number:	(612)332-9081		
Phone:	612-332-5300		
Email:	nmatthews@merchantgould.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Brent E. Routman		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	15512.7US01		
NAME OF SUBMITTER:	Brent E. Routman		
Signature:	/ber/		
Date:	10/05/2011		
Total Attachments: 1 source=Trademark Assignment#page1.tif			

OP \$40.00 3477234

EXHIBIT A

TRADEMARK ASSIGNMENT

WHEREAS Assignor, Decision Intelligence, Incorporated d/b/a Clario Analytics, having a principal place of business at 7684 Golden Triangle Drive, Eden Prairie, Minnesota 55344 (hereinafter "Assignor") is the record owner of U.S. Trademark Registration No. 3,477,234 and E.U. Community Trade Mark Registration No. 934158 for DECISION INTELLIGENCE ("Trademark"); and

WHEREAS Assignee, Name Rally, Incorporated, a Delaware corporation with its principal place of business located at 3520 Overland Avenue, Suite A161, Los Angeles, California 90034 (hereinafter "Assignee") is desirous of acquiring all right, title and interest in and to the said Trademark, the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing.

NOW, THEREFORE, IT IS AGREED AS FOLLOWS

For good and valuable consideration, the receipt and sufficiency whereof is hereby mutually acknowledged and accepted, Assignor hereby sells, assigns, transfers and conveys unto said Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, the application therefore and the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing, as well as the right to sue for past and present infringements thereof.

This agreement is effective as of by September 26, 2011.

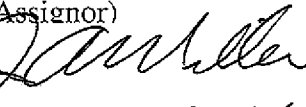
Decision Intelligence, Incorporated
(Assignor)

BY:

Name:

Title:

Date:


JOHN MILLER
CFD
9-26-2011

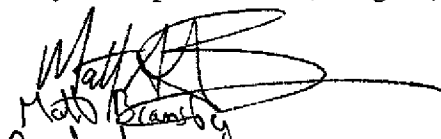
Name Rally, Incorporated (Assignee)

BY:

Name:

Title:

Date:


Matt Blansky
President
9/26/11