

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
PURISMA INC.		09/30/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Dun & Bradstreet, Inc.		
Street Address:	103 JFK Parkway		
City:	Short Hills		
State/Country:	NEW JERSEY		
Postal Code:	07078		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3071797	PURISMA	
Registration Number:	2979425	PURISMA	
CORRESPONDENCE DATA			
Fax Number:	(203)327-6401		
Phone:	2033274500		
Email:	trademark@ogrp.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:	Ohlandt, Greeley, Ruggiero & Perle, LLP		
Address Line 1:	One Landmark Square		
Address Line 2:	10th Floor		
Address Line 4:	Stamford, CONNECTICUT 06901		
ATTORNEY DOCKET NUMBER:	384.9168USA		
NAME OF SUBMITTER:	Paul D. Greeley		
Signature:	/OGRP-PDG-RJO/		
Date:	10/06/2011		
Total Attachments: 1 source=ASSIGNMENT#page1.tif			

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WHEREAS, Purisma Inc., a Delaware corporation, with its principal place of business at 2000 Seaport Blvd., Suite 105, Redwood City, CA 94063, United States (hereinafter referred to as "Assignor") is the owner of the following trademark that is registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
PURISMA	3071797	March 21, 2006
PURISMA	2979425	July 26, 2005

WHEREAS, Dun & Bradstreet, Inc., a New Jersey corporation, with its principal place of business at 103 JFK Parkway, Short Hills, New Jersey 07078, United States (hereinafter referred to as "Assignee"), desires to acquire said registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with the goodwill of the business symbolized by said trademark. This Assignment includes rights of protection and enforcement to the same throughout the world, including any trademark rights that may result therefrom; said marks and applications and Registrations to be held and enjoyed by said Assignee for its own use and benefit and for the use and benefit of its successors and assigns, to the full end of the term of the registrations or other rights of protection may be granted as fully and as entirely as the same would have been held and enjoyed by me had the assignment not been made.

ASSIGNOR COVENANTS that it has a full and unencumbered title to the mark hereby assigned, and that it has the right to grant such rights to said marks and that it will, at any time upon request without further compensation, execute and deliver any and all papers or instruments that, in the opinion of the Assignee, may be necessary or desirable to secure said Assignee the full enjoyment of the rights and properties herein conveyed or intended to be conveyed by this instrument.

Purisma Inc.

By: *Susan Beriont*

Printed Name: Susan Beriont

Title: VP and Assistant Treasurer

Dated effective as of: 9/30, 2011