

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
Name Rally, Incorporated		09/29/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MasterCard International Incorporated		
Street Address:	2000 Purchase Street		
City:	Purchase		
State/Country:	NEW YORK		
Postal Code:	10577		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3477234	DECISION INTELLIGENCE	
CORRESPONDENCE DATA			
Fax Number:	(914)249-4264		
Phone:	1.914.249.4707		
Email:	marks@mastercard.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:	Colm J. Dobbyn, MasterCard International		
Address Line 1:	2000 Purchase Street		
Address Line 4:	Purchase, NEW YORK 10577		
ATTORNEY DOCKET NUMBER:	A-8915		
NAME OF SUBMITTER:	Colm J. Dobbyn		
Signature:	/Colm J. Dobbyn/		
Date:	10/13/2011		
Total Attachments: 1 source=Assignment to MasterCard#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS Assignor, Name Rally, Incorporated, having a principal place of business at 3520 Overland Avenue, Suite A161, Los Angeles, California 90034 (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, MasterCard International, Incorporated, a Delaware corporation with its principal place of business located at 2000 Purchase Street, Purchase, New York 10577 (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

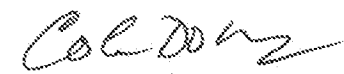
For good and valuable consideration, the receipt and sufficiency whereof is hereby mutually acknowledged and accepted, Assignor hereby sells, assigns, transfers and conveys unto said Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, the application therefore 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 29, 2011.

Name Rally, Incorporated (Assignor)

MasterCard International, Incorporated (Assignee)

BY: 
Name: Mark Kanny
Title: President
Date: 9/29/11

BY: 
Name: Colin J. Dobbyn
Title: Sr. Vice President & Associate General Counsel
Date: 10/13/11