

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>      |
| Blackshore Properties, Inc.   |  | 09/23/2008                       | CORPORATION: CALIFORNIA |
| <b>RECEIVING PARTY DATA</b>   |  |                                  |                         |
| <b>Name:</b>  | Bankrate, Inc.                               |                                  |                         |
| <b>Street Address:</b>  | 11760 U.S. Highway 1                         |                                  |                         |
| <b>Internal Address:</b>  | Suite 200                                    |                                  |                         |
| <b>City:</b>  | North Palm Beach                             |                                  |                         |
| <b>State/Country:</b>   | FLORIDA                                      |                                  |                         |
| <b>Postal Code:</b>   | 33408  |                                  |                         |
| <b>Entity Type:</b>   | CORPORATION: FLORIDA                         |                                  |                         |
| <b>PROPERTY NUMBERS Total: 3</b>  |  |                                  |                         |
| <b>Property Type</b>  | <b>Number</b>                                | <b>Word Mark</b>                 |                         |
| <b>Serial Number:</b>   | 77402277                                     | BRINGING YOU THE BEST IN BANKING |                         |
| <b>Serial Number:</b>   | 77408531                                     | \$ BANKAHOLIC                    |                         |
| <b>Serial Number:</b>   | 77186566                                     | BANKAHOLIC                       |                         |
| <b>CORRESPONDENCE DATA</b>  |  |                                  |                         |
| <b>Fax Number:</b>  | (561)625-6572                                |                                  |                         |
| <b>Phone:</b>   | 561-625-6575                                 |                                  |                         |
| <b>Email:</b>   | ustrademarks@mchaleslavin.com                |                                  |                         |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                                  |                         |
| <b>Correspondent Name:</b>  | Carl J. Spagnuolo, McHale & Slavin, P.A.     |                                  |                         |
| <b>Address Line 1:</b>  | 2855 PGA Boulevard                           |                                  |                         |
| <b>Address Line 4:</b>  | Palm Beach Gardens, FLORIDA 33410-2910       |                                  |                         |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 3502U.000000                                 |                                  |                         |
| <b>NAME OF SUBMITTER:</b>   | Carl J. Spagnuolo                            |                                  |                         |

OP \$90.00 77402277

|   |                     |
|---|---------------------|
| Signature:  | /Carl J. Spagnuolo/ |
| Date:   | 03/22/2012          |
| <b>Total Attachments: 4</b><br>source=3502U000000 ExecutedAssignmentBlackshorePropertiesInc 092308#page1.tif<br>source=3502U000000 ExecutedAssignmentBlackshorePropertiesInc 092308#page2.tif<br>source=3502U000000 ExecutedAssignmentBlackshorePropertiesInc 092308#page3.tif<br>source=3502U000000 ExecutedAssignmentBlackshorePropertiesInc 092308#page4.tif |                     |

TRADEMARK ASSIGNMENT

September 23, 2008

Effective as of the date set forth above (the "Effective Date"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Blackshore Properties, Inc., a California corporation ("Assignor"), does hereby sell, transfer and set over to Bankrate, Inc., a Florida corporation ("Assignee"), all of Assignor's worldwide rights, title and interest in and to all of its trademarks and service marks (and any pending applications or registrations with regard to the foregoing), including but not limited to those listed on Schedule 1 attached hereto, related to the Business (as such term is defined in that certain Asset Purchase Agreement by and among the parties thereto, dated as of even date herewith (the "Purchase Agreement"), ( the "Marks"), any renewals or extensions of such applications and registrations, and all rights therein and thereto in any country or locality worldwide, together with the goodwill associated therewith and the resulting right to recover damages and profits for past, present, or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made.

Assignor agrees to execute and deliver at the request of the Assignee, any papers, instruments and assignments reasonable to vest in Assignee all of Assignor's right, title and interest in and to the Marks as well as the applications and registrations and any renewals or extensions of any applications and registrations for such Marks and/or to provide evidence to support such assignment in the event such evidence is reasonably necessary and to the extent such evidence is in the possession or control of Assignor.

*[Remainder of Page Intentionally Left Blank]*

IN WITNESS WHEREOF, the Assignor and Assignee have executed this Assignment as of the date first set forth above.

ASSIGNOR:

**BLACKSHORE PROPERTIES, INC.**

By: [Signature]  
Name: Johns W  
Title: CEO

ASSIGNEE:

**BANKRATE, INC.**

By: \_\_\_\_\_  
Name: Edward J. DiMaria  
Title: Senior Vice President & Chief Financial Officer

STATE OF \_\_\_\_\_ )  
 )  
COUNTY OF \_\_\_\_\_ )

Before me, the undersigned, a Notary Public in and for the County and State aforesaid, personally appeared \_\_\_\_\_, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who upon oath acknowledged herself/himself to be the \_\_\_\_\_ of Blackshore Properties, Inc., a California corporation, and as such officer, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing on behalf of the corporation.

Witness my hand and seal, at office in \_\_\_\_\_, \_\_\_\_\_, this the \_\_\_\_\_ day of \_\_\_\_\_ 2008.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires: \_\_\_\_\_

IN WITNESS WHEREOF, the Assignor and Assignee have executed this Assignment as of the date first set forth above.

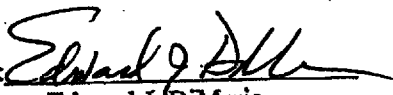
ASSIGNOR:

**BLACKSHORE PROPERTIES, INC.**

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

ASSIGNEE:

**BANKRATE, INC.**

By:   
Name: Edward J. DiMaria  
Title: Senior Vice President & Chief Financial Officer

STATE OF \_\_\_\_\_ )  
  )  
COUNTY OF \_\_\_\_\_ )

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Witness my hand and seal, at office in \_\_\_\_\_, \_\_\_\_\_, this the \_\_\_\_\_ day of \_\_\_\_\_ 2008.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires: \_\_\_\_\_

*Trademark Assignment Signature Page*

SCHEDULE 1

**ASSIGNMENT OF U.S. TRADEMARKS, COMMON LAW AND STATE  
TRADEMARKS, SERVICE MARKS AND ACCOMPANYING APPLICATIONS,  
REGISTRATIONS AND GOODWILL**

Serial No.

Mark

77/402277

BRINGING YOU THE BEST IN BANKING



77/408531

**Bankaholic**

777/186566

BANKAHOLIC

WPB 1000833.2