

## 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
Category Media, LLC		06/29/2012	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Bankrate, Inc.		
Street Address:	11760 U.S. Highway 1		
Internal Address:	Suite 200		
City:	North Palm Beach		
State/Country:	FLORIDA		
Postal Code:	33408		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4080061	CREDITCARDFORUM	
CORRESPONDENCE DATA			
Fax Number:	5616256572		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	561-625-6575		
Email:	ustrademarks@mchaleslavin.com		
Correspondent Name:	Carl J. Spagnuolo, McHale & Slavin, P.A.		
Address Line 1:	2855 PGA Boulevard		
Address Line 4:	Palm Beach Gardens, FLORIDA 33410-2910		
ATTORNEY DOCKET NUMBER:	3502U.000000		
NAME OF SUBMITTER:	Carl J. Spagnuolo		
Signature:	/Carl J. Spagnuolo/		

OP \$40.00 4080061

Date:

07/20/2012

**Total Attachments: 4**

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**TRADEMARK ASSIGNMENT**

**July 1, 2012**

Effective as of the date set forth above at 12:00:01 a.m. EST, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Category Media, LLC, a California limited liability company ("**Assignor**"), pursuant to the terms of that certain Asset Purchase Agreement (the "**Asset Purchase Agreement**"), by and among Assignor, Assignee (as defined below) and Michael Dolen ("**Member**"), dated as of the same date as this Trademark Assignment, hereby sells, transfers, assigns, releases and sets over to Bankrate, Inc., a Delaware corporation ("**Assignee**"), all of Assignor's worldwide rights, title and interest in and to all of its trademarks and service marks, names and logos included in the definition of Purchased Assets (as defined in the Asset Purchase Agreement), including, but not limited to, those set forth on **Schedule 1** attached to this Trademark Assignment, and any pending applications or registrations with regard to the foregoing (collectively, 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 of the Business (as defined in the Asset Purchase Agreement) in connection with which the Marks are used and which is symbolized by the Marks and the 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 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 and Member each agree to execute and deliver at the request of 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 and/or Member. This Trademark Assignment shall be subject to the provisions of Article VIII of the Asset Purchase Agreement, *mutatis mutandis*.

***[Remainder of Page Intentionally Left Blank]***

IN WITNESS WHEREOF, Assignor and Member have each executed this Trademark Assignment to be effective as of the date first set forth above.

**ASSIGNOR:**

**CATEGORY MEDIA, LLC**

By: [Signature]  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**MEMBER:**

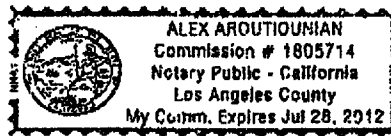
[Signature]  
Michael Dolen

STATE OF CALIFORNIA )  
  ) )  
COUNTY OF LOS ANGELES )

Before me, the undersigned, a Notary Public in and for the County and State aforesaid, personally appeared Michael Dolen, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who upon oath acknowledged himself to be the ~~Managing Member~~ of Category Media, LLC, a California limited liability company, and as such, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing on behalf of himself and such company.

Witness my hand and seal, at office in Los Angeles, California, this 29 day of June, 2012.

Notary Public [Signature]  
My Commission Expires: 07/28/2012



*[Signatures Continue on Following Page]*

*Trademark Assignment Signature Page*

IN WITNESS WHEREOF, Assignee has executed this Trademark Assignment to be effective as of the date first set forth above.

**ASSIGNEE:**

**BANKRATE, INC.**

By: 

Name: Edward J. DiMaria

Title: Senior Vice President and Chief Financial Officer

*Trademark Assignment Signature Page*

**Schedule 1**

1. Trademark Registration Number 4080061 (Serial Number 85329404) with a registration date of January 3, 2012 for the following mark:



2. The unregistered logo currently on the CreditCardForum website, as shown below:



3. Unregistered slogan – “For Consumers. By Consumers.”
4. The trade name “CreditCardForum”
5. The trade name “CreditCardGuru”
6. The domain names:
  - a. creditcardforum.com
  - b. creditcardmessageboard.com

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