

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
Reed Elsevier Properties Inc.		06/08/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MarketCast LLC		
Street Address:	5900 Wilshire Boulevard, Suite 2700		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90036		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3987657	MARKETCAST	
Registration Number:	3983174	MARKETCAST	
CORRESPONDENCE DATA			
Fax Number:	2127158000		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212) 715-9224		
Email:	KLtrademark@kramerlevin.com		
Correspondent Name:	Kramer Levin Naftalis & Frankel LLP		
Address Line 1:	1177 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
NAME OF SUBMITTER:	Kevin M. Moss		
Signature:	/Kevin M. Moss/		
Date:	07/26/2012		

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Total Attachments: 4

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is entered into this 8th day of June, 2012, by and between Reed Elsevier Properties Inc., a Delaware corporation ("Assignor"), and MarketCast LLC, a Delaware limited liability company ("Assignee").

WHEREAS, the Assignor, Assignee, Reed Elsevier Inc., a Massachusetts corporation and Reed Business Information Ltd., a company organized under the laws of England and Wales, and MarketCast UK Ltd., a company organized under the laws of England and Wales, have entered into that certain Asset Purchase Agreement dated as of the date hereof (the "Purchase Agreement");

WHEREAS, capitalized terms used but not defined herein have the respective meanings ascribed to them in the Purchase Agreement;

WHEREAS, pursuant to the terms of the Purchase Agreement, the Assignor has agreed to, among other things, transfer, assign, sell, and convey to the Assignee all of its right, title, and interest in and to all trademarks, service marks, trade names, logos and trade dress owned by Assignor and Related to the Business, including those specified on Exhibit A hereto, but excluding any Excluded Assets (collectively, the "Trademarks").

NOW, THEREFORE, for good and valuable consideration set forth in the Purchase Agreement, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns, transfers, and sets over to Assignee all of Assignor's right, title, and interest in and to the Trademarks and associated goodwill, including the right to sue for and receive all damages from past infringements of the Trademarks, the same to be held and enjoyed by Assignee, its successors, assigns, and other legal representatives. Assignor shall, at its own cost and expense, execute and deliver any and all instruments and documents and take such further actions as may be necessary or reasonably requested by Assignee to document and record with the appropriate authorities, if applicable, the aforesaid assignment and transfer, provided that Assignee shall be solely responsible for filing and recording such documents.

This Assignment may be executed in counterparts, including by facsimile or PDF, each of which will be deemed an original, but all of which together constitute one and the same original.

[SIGNATURES ON FOLLOWING PAGE]

IN WITNESS WHEREOF, the parties, by their duly authorized officers, do hereby execute this Assignment as of this 8th day of June, 2012.

ASSIGNOR:

REED ELSEVIER PROPERTIES INC.

By: Bence Simonon
Name: BENCE SIMONON
Title: PRESIDENT

IN WITNESS WHEREOF, the parties, by their duly authorized officers, do hereby execute this Assignment as of this 8th day of June, 2012.

ASSIGNEE:

MARKETCAST LLC

By: William Wynperle
Name: William Wynperle
Title: Vice President

Exhibit A

Mark	Current Owner	Country Name	Application #	Application Date	Registration #	Registration Date
MARKETCAST	Reed Elsevier Properties Inc.	United States	77/846,519	October 12, 2009	3987657	July 5, 2011
MARKETCAST (stylized)	Reed Elsevier Properties Inc.	United States	77/846,411	October 12, 2009	3983174	June 28, 2011