

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
First Manhattan Consulting Group, LLC		01/02/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	FMCG Holdings, LLC		
Street Address:	90 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	3497895	FINANCIAL PERSONALITIES	
Registration Number:	3211373	FINANCIAL PERSONALITY	
Registration Number:	2652870	FINANCIAL PERSONALITY	
Serial Number:	85704674	CONSUMER FINANCIAL INSIGHTS	
Registration Number:	2626413	POWER QUESTIONS	
Registration Number:	4078308	HOUSEHOLD DEPOSITS SCORE	
Registration Number:	4228060	NET ASSETS SCORE	
Registration Number:	4228059	INVESTABLE ASSETS SCORE	
Registration Number:	4078310	MORTGAGE REFINANCE SCORE	
Serial Number:	85722511	INVESTMENT BALANCES SCORE	
CORRESPONDENCE DATA			
Fax Number:	2125215450		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

OP \$265.00 3497895

via US Mail.

Phone: 212-521-5400
Email: mpikser@reedsmith.com
Correspondent Name: Meredith D. Pikser
Address Line 1: 599 Lexington Avenue
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	540203.20001
NAME OF SUBMITTER:	Meredith D. Pikser
Signature:	/Meredith D. Pikser/
Date:	02/28/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is made this 2nd day of January, 2013 between First Manhattan Consulting Group, LLC ("Assignor"), and FMCG Holdings, LLC ("Assignee").

Assignor is the owner of the trademark applications and registrations identified in the attached Schedule A (the "Trademarks");

Assignor wishes to convey to Assignee all of Assignor's right, title and interest in and to the Trademarks; and

Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks.

NOW, THEREFORE, the parties hereto hereby agree as follows:

For good and valuable consideration and the sum of Five U.S. Dollars (US \$5), the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademarks and the good will associated therewith, including all applications based in whole or in part upon the Trademarks, and every priority right that is or may be predicated upon or arise from the Trademarks, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

Assignor hereby grants to Assignee a specific power of attorney and authority to act on behalf of and in the name of Assignor to execute all documents and to perform all acts that are necessary to perfect and record the assignment of the Trademarks.

Assignee hereby agrees to the foregoing assignment, transfer and conveyance.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

FIRST MANHATTAN CONSULTING
GROUP, LLC

FMCG HOLDINGS, LLC

By: FIRST MANHATTAN CONSULTING
GROUP, INC., its Manager

By: JMC & RMT, LLC, its Manager

By: Robert M. Tetenbaum
Name: Robert M. Tetenbaum
Title: EVP

By: Robert M. Tetenbaum
Name: Robert M. Tetenbaum
Title: Manager

SCHEDULE A

TRADEMARKS

Financial Personalities

Financial Personality

Consumer Financial Insights

Power Questions

Household Deposits Score

Net Assets Score

Investable Assets Score

Mortgage Refinance Score

Investment Balances Score