

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
Dynamite Data, LLC		07/24/2013	LIMITED LIABILITY COMPANY: NEVADA

RECEIVING PARTY DATA

Name:	Reno Acquisitions, LLC
Street Address:	c/o Market Track LLC
Internal Address:	125 High Rock Ave
City:	Saratoga Springs
State/Country:	NEW YORK
Postal Code:	12866
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	4200335	CHANNEL MONITOR
Registration Number:	3372015	DYNAMITE DATA
Registration Number:	4229264	DYNAMITE DATA
Registration Number:	4224925	DYNAMITE DEALS
Registration Number:	3474720	EXPLOSIVE DATA ON DEMAND
Serial Number:	85769058	RETAIL TRAIL

CORRESPONDENCE DATA

Fax Number: 3129939767
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (312) 876-7700
 Email: thomas.buettner@lw.com
 Correspondent Name: Thomas J. Buettner
 Address Line 1: Latham & Watkins LLP

OP \$165.00 4200335

Address Line 2: 233 S. Wacker Drive, Suite 5800
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	050119-0003
NAME OF SUBMITTER:	Thomas J. Buettner
Signature:	/tjb/
Date:	07/25/2013

Total Attachments: 4
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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Agreement") is made as of July 24, 2013 by and between Dynamite Data, LLC, a Nevada limited liability company ("Seller") and Reno Acquisitions, LLC, a Delaware limited liability company ("Buyer") in connection with that certain Asset Purchase Agreement of even date herewith between Buyer and Seller (the "Asset Purchase Agreement").

1. **Assignment of Rights by Seller.** For good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Seller does hereby assign, transfer, grant, sell and otherwise convey to Buyer all of Seller's right, title and interest in and to (i) the trademark registrations and pending trademark applications set forth in Exhibit A attached hereto and incorporated herein by reference (all of such trademarks, registrations and applications for registration are herein referred to as the "Trademarks"), and, to the extent applicable, the portion of the business in connection with which Assignor has a bona fide intent to use the trademark applications set forth in Exhibit A which are the subject of an intent-to-use application, together with the goodwill of the business symbolized by the marks; (ii) the good will of the Business symbolized by and associated with the Trademarks, (iii) the right to sue and recover for damages and profits and all other remedies for past, present and future infringements of the Trademarks and bring any proceeding in the United States Patent and Trademark Office or equivalent agency in any other country for cancellation or opposition or any other proceeding in connection with the Trademarks, (iv) and any and all renewals and extensions thereof that may hereafter be secured under applicable legal requirements, and (v) any and all assets relate to the Trademarks.

2. **Authorization.** Seller authorizes the Director of the U.S. Patent and Trademark Office, and the empowered officials of all other governments, to record Buyer as the owner and/or applicant, as the case may be, of each Trademark, or otherwise as Buyer may direct.

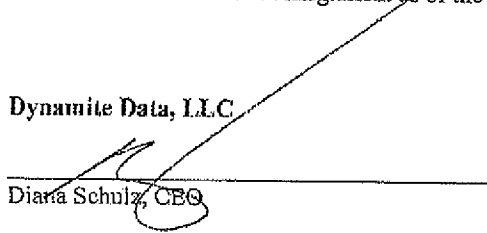
3. **Miscellaneous.** This Agreement has been executed to implement the Asset Purchase Agreement and nothing contained herein shall be deemed or construed to impair or alter any of the provisions of the Asset Purchase Agreement. Nothing contained in this Agreement shall provide any rights to Buyer or Seller beyond those rights expressly provided to such party in the Asset Purchase Agreement and nothing contained in this Agreement is intended to impose any obligations or liabilities on Buyer or Seller beyond those obligations and liabilities imposed on such party in the Asset Purchase Agreement. Nothing in this Agreement is intended to limit or restrict in any manner any of the rights or remedies available to Buyer or Seller under the Asset Purchase Agreement.

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IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment as of the date above first written.

SELLER:

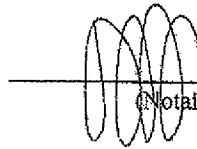
Dynamite Data, LLC


Diana Schulz, CEO

State of California
County of Los Angeles SS:

Before me personally appeared said Diana Schulz and acknowledged the foregoing instrument to be his free act and deed this 11th day of JULY, 2013




(Notary Public)

BUYER:

Reno Acquisitions, LLC

Name and Title

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment as of the date above first written.

SELLER:

Dynamite Data, LLC

Diana Schulz, CEO

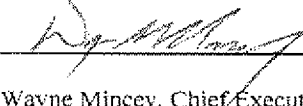
State of (_____) SS:
County of (_____)

Before me personally appeared said _____ and acknowledged the foregoing instrument to be his free act and deed this ____ day of _____, 2013

(Notary Public)

BUYER:

Reno Acquisitions, LLC



Wayne Mincey, Chief Executive Officer
Name and Title

Exhibit A

TRADEMARKS

TRADEMARK	OWNER	APPLICATION NO	REGISTRATION NO	REGISTRATION DATE	TRADEMARK STATUS
CHANNEL MONITOR	Dynamite Data, LLC	85/544,336	4,200,335	Aug-28-2012	Registered on the supplemental registry
DYNAMITE DATA	Dynamite Data, LLC	77/176,455	3,372,015	Jan-22-2008	Registered
DYNAMITE DATA (Design)	Dynamite Data, LLC	85/544,349	4229264	Oct-23-2012	Registered
DYNAMITE DEALS	Dynamite Data, LLC	85/544,365	4224925	Oct-16-2012	Registered
EXPLOSIVE DATA ON DEMAND	Dynamite Data, LLC	77/176,461	3,474,720	Jul-29-2008	Registered
RETAIL TRAIL	Dynamite Data, LLC	85769058			Pending; Application approved for publication April-1-2013