

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
Relay Technology Management, Inc.		01/03/2014	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	DR/Decision Resources, LLC		
Street Address:	8 New England Executive Park		
City:	Burlington		
State/Country:	MASSACHUSETTS		
Postal Code:	01803		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85177121	BD LIVE!	
Serial Number:	85177114	RELAY INNOVATION ENGINE	
Registration Number:	3704603	R RELAY TECHNOLOGY MANAGEMENT	
CORRESPONDENCE DATA			
Fax Number:	6179518736		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	617-951-8000		
Email:	eileen.sullivan@bingham.com		
Correspondent Name:	Eileen Sullivan		
Address Line 1:	Bingham McCutchen LLP		
Address Line 2:	One Federal Street		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	85177121		

OP \$90.00 85177121

NAME OF SUBMITTER:	Eileen Sullivan
Signature:	/eileen sullivan/
Date:	01/06/2014
Total Attachments: 4 source=Assignment of Trademarks#page1.tif source=Assignment of Trademarks#page2.tif source=Assignment of Trademarks#page3.tif source=Assignment of Trademarks#page4.tif	

ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this "Assignment"), dated as of this 3rd day of January, 2014, is entered into by and between Relay Technology Management, Inc., a Massachusetts corporation, having an address of 25 First Street, Suite 104, Cambridge, MA 02141 ("Assignor"), and DR/Decision Resources, LLC, a Delaware limited liability company, having an address of 8 New England Executive Park, Burlington, MA 01803 ("Assignee").

WHEREAS, Assignor has adopted, is using and is the owner of all right, title, interest, and goodwill in and to the trademarks and service marks listed on Schedule A attached hereto (the "Marks"); and

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement, dated as of [•], 2013, pursuant to which Assignor has agreed to assign, sell and transfer each of the Marks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt, sufficiency and adequacy of which are hereby acknowledged, the parties hereto agree as follows:

Assignor hereby assigns, sells and transfers to Assignee all right, title and interest in and to the Marks, together with (a) the registrations/applications to register the Marks, (b) the goodwill of the business symbolized by and associated with the Marks, and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the registration thereof or such associated goodwill. Assignor does further consent to the recordation of this Assignment with any governmental agency.

Assignor agrees, without further consideration, to promptly execute, acknowledge and deliver all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to Assignee the right, title and interest conveyed herein, and to take such further actions as may be reasonably requested by Assignee in order to carry out the provisions and purposes of this Assignment, including, without limitation, to execute one or more further assignments covering the Marks in a form acceptable for recordation in both the United States Patent and Trademark Office and in foreign trademark offices.

[Signature Page Follows]

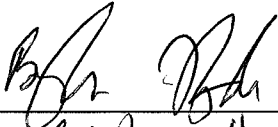
IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment of Trademarks to be executed as of the date first written above.

Assignor:

Assignee:

Relay Technology Management, Inc.

DR/Decision Resources, LLC

By: 
Name: Brian Hyde
Title: CEO

By: _____
Name:
Title:

[Signature Page to Assignment of Trademarks]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment of Trademarks to be executed as of the date first written above.

Assignor:

Assignee:

Relay Technology Management, Inc.

DR/Decision Resources, LLC

By: _____


Name:

Title:

By: _____

Name:


Title:


James P Lam
CEO

[Signature Page to Assignment of Trademarks]

SCHEDULE A

MARKS

Trademark	Status	Application No.	Filing Date	Registration No.	Registration Date	Class
BDLIVE!	Registered	88/177,121	Nov. 15, 2010	4,415,169	October 8, 2013	42
RELAY INNOVATION ENGINE	Registered	85/177,114	Nov. 15, 2010	4,372,917	July 23, 2013	35, 42, 45
Relay Technology Management (mark)  RELAY TECHNOLOGY MANAGEMENT	Registered	77/661,326	Feb. 2, 2009	3,704,603	Nov. 3, 2009	45