

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
THE AMUNDSEN GROUP, INC.		02/20/2014	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	IMS SOFTWARE SERVICES LTD.		
Street Address:	1007 ORANGE STREET, SUITE 1410		
Internal Address:	NEMOURS BUILDING		
City:	WILMINGTON		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4305227	PAYCO	
Serial Number:	85845868	TRUMARKET	
CORRESPONDENCE DATA			
Fax Number:	2132264028		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-858-1000		
Email:	kevin.davis@pillsburylaw.com		
Correspondent Name:	JENNA F. KARADBIL, ESQ.		
Address Line 1:	PILLSBURY WINTHROP SHAW PITTMAN LLP		
Address Line 2:	1540 BROADWAY		
Address Line 4:	NEW YORK, NEW YORK 10036-4039		
ATTORNEY DOCKET NUMBER:	021399-0000055		
NAME OF SUBMITTER:	JENNA F. KARADBIL		

CH \$65.00 4305227

900282392

REEL: 005232 FRAME: 0968

TRADEMARK

Signature:	/Jenna F. Karadbil/
Date:	03/07/2014
Total Attachments: 3 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif source=Trademark Assignment#page3.tif	

TRADEMARK ASSIGNMENT

WHEREAS, The Amundsen Groupon, Inc., a company incorporated under the laws of Massachusetts, having a registered office address of 35 Corporate Drive, Suite 450, Burlington, MA 01803 (“Acumen”) is the owner of all right, title and interest in and to certain trademarks, service marks and/or trade names, as identified in Schedule A, attached hereto and incorporated herein by reference (collectively, the “Assigned Marks”), and the goodwill associated therewith; and

WHEREAS, IMS Software Services Ltd., a Delaware corporation, having a registered address of 1007 Orange Street, Suite 1410, Nemours Building, Wilmington, Delaware 19801 (“IMS”), desires to acquire from Acumen all right, title and interest in and to the Assigned Marks, and the goodwill associated therewith; and

WHEREAS, Acumen and IMS have executed a certain Asset Purchase Agreement, with an effective date of December 5, 2013 (“APA”), which provides for this Assignment of the Assigned Marks; and

WHEREAS, it is desired that the assignment of the Assigned Marks, and registrations thereof and applications therefore, be made of record in the United States Patent and Trademark Office, and any other appropriate Patent and Trademark Office;

NOW, THEREFORE, pursuant to said APA, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Acumen makes the following assignment and agrees as follows:

1. Assignment. Acumen hereby sells, assigns, transfers and sets over to IMS the entire right, title and interest in and to the Assigned Marks, together with the goodwill of the business associated therewith,, and the registrations thereof and applications therefore, along with that portion of the business to which the Assigned Marks pertain, and all rights to any damages and profits, due or accrued, arising out of past infringements of the Assigned Marks, and the right to sue for and recover such past infringements or any other violations of the Assigned Marks.

2. Terms. The terms and covenants of this Assignment shall inure to the benefit of IMS, its successors, assigns and other legal representatives, and shall be binding on Acumen and its successors, assigns and other legal representatives.

3. Cooperation. Acumen agrees to execute any and all documents and to do all other lawful acts as may be required by IMS to establish and protect the rights assigned herein.

[Signature Page Follows]

Schedule A

United States Trademarks

Trademark	Application No./ Application Date Registration No./ Registration Date Country	Status	Goods/Services
PAYCO	85/688,337 July 27, 2012 4,305,227 March 19, 2013 United States	Registered. Section 8 declaration to be filed between March 19, 2018 and March 19, 2019.	Services – International Class 35 - Providing statistical information and indexes of costs, drug utilization, managed care and payer trends, patient behavior, and manufacturer performance in the pharmaceutical industry, delivered through reports and online applications.
TRUMARKET	85/845,868 February 11, 2013 N/A United States	Abandoned.	Services – International Class 35 - Providing statistical information and indexes of pharmaceutical prescribing behavior by practitioners, including patient channel mix and behavior, drug utilization and share, managed care affiliations and pharmaceutical manufacturer preference, delivered through reports and online applications.