

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM303650

|   |  |                       |   |
|---|--|-----------------------|---|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                               |                       |   |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |                       |   |
| <b>CONVEYING PARTY DATA</b>   |  |                       |   |
| <b>Name</b>   | <b>Formerly</b>                              | <b>Execution Date</b> | <b>Entity Type</b>                                    |
| Experian Limited  |  | 08/31/2010            | Limited Liability Company<br>incorporated in England: |
| <b>RECEIVING PARTY DATA</b>   |  |                       |   |
| <b>Name:</b>  | Experian Marketing Solutions, Inc.           |                       |   |
| <b>Street Address:</b>  | 955 American Lane                            |                       |   |
| <b>City:</b>  | Schaumburg                                   |                       |   |
| <b>State/Country:</b>   | ILLINOIS                                     |                       |   |
| <b>Postal Code:</b>   | 60173  |                       |   |
| <b>Entity Type:</b>   | CORPORATION: DELAWARE                        |                       |   |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |   |
| <b>Property Type</b>  | <b>Number</b>                                | <b>Word Mark</b>      |   |
| <b>Registration Number:</b>   | 1840103                                      | MOSAIC                |   |
| <b>CORRESPONDENCE DATA</b>  |  |                       |   |
| <b>Fax Number:</b>  | 3122220818                                   |                       |   |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                       |   |
| <b>Phone:</b>   | 312.222.5794                                 |                       |   |
| <b>Email:</b>   | jhbrown@michaelbest.com                      |                       |   |
| <b>Correspondent Name:</b>  | Jeffrey H. Brown                             |                       |   |
| <b>Address Line 1:</b>  | Michael Best & Friedrich LLP                 |                       |   |
| <b>Address Line 2:</b>  | 180 N. Stetson, Suite 2000                   |                       |   |
| <b>Address Line 4:</b>  | Chicago, ILLINOIS 60601                      |                       |   |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 017721-9419 US00                             |                       |   |
| <b>NAME OF SUBMITTER:</b>   | Jeffrey H. Brown                             |                       |   |
| <b>SIGNATURE:</b>   | /Jeffrey H. Brown/                           |                       |   |
| <b>DATE SIGNED:</b>   | 05/06/2014                                   |                       |   |
| <b>Total Attachments: 2</b>   |  |                       |   |
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| source=2234189_MOSAIC_Assignment#page2.tif  |  |                       |   |

OP \$40.00 1840103

**TRADEMARK ASSIGNMENT**

WHEREAS, Experian Limited, a limited liability company incorporated in England with an address at Landmark House, Experian Way, NG2 Business Park, Nottingham NG80 1ZZ, United Kingdom ("ASSIGNOR"), has adopted and is the owner of the trademarks set forth on Schedule A attached hereto and made a part hereof and the goodwill of the business symbolized by the aforesaid trademarks, and the registrations therefor as set forth on Schedule A; and

WHEREAS, Experian Marketing Solutions, Inc., a Delaware corporation with an address at 955 American Lane, Schaumburg, Illinois, 60173, ("ASSIGNEE"), desires to acquire all of ASSIGNOR's right, title and interest in and to the aforesaid trademarks and registrations therefor listed on attached Schedule A and the goodwill of the business symbolized by said trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the ASSIGNOR hereby assigns to ASSIGNEE all of ASSIGNOR'S right, title, and interest in and to the trademarks and the applications and registrations therefor, including the right to sue for past infringement thereof, and the goodwill of the business symbolized by the trademarks.

IN WITNESS WHEREOF, ASSIGNOR has executed this Trademark Assignment as of this 31<sup>st</sup> day of August, 2010.

EXPERIAN LIMITED

By: *Robert Jan Hudson*

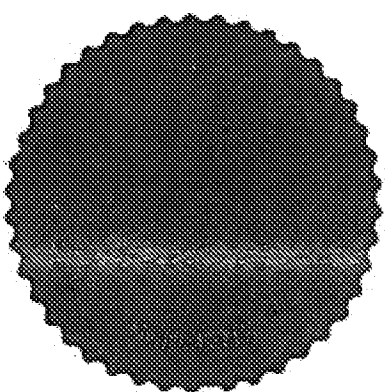
Name: ROBERT JAN HUDSON

Title: DIRECTOR

COUNTRY OF ENGLAND )  
CITY OF LONDON ) ss.

I, Christopher Gerard Higgins, do hereby certify that the above-mentioned person appeared before me this day, and acknowledged that this Trademark Assignment was signed and delivered as the free and voluntary act of said person on behalf of the identified corporation with authority to do so, for the uses and purposes therein set forth.

Given under my hand and seal this 31<sup>st</sup> day of August, 2010.



*Christopher Gerard Higgins*  
Christopher Gerard Higgins  
Notary Public  
Saville & Co. Notaries  
One Carey Lane, London EC2V 8AE  
United Kingdom  
Tel: +44 20 7920 0000  
Fax: +44 20 7920 0088  
My commission expires on death

IN WITNESS WHEREOF, ASSIGNEE accepts this trademark assignment and has executed this Trademark Assignment as of this 8<sup>th</sup> day of September 2010.

EXPERIAN MARKETING  
SOLUTIONS INC

By 

Name: DAVID STEARNES

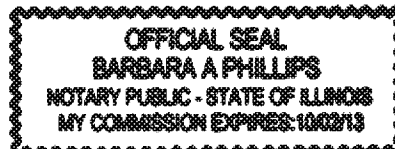
Title: ASST. SECRETARY

STATE OF Illinois )  
COUNTY OF Cook ) ss.

I, Barbara Phillips, do hereby certify that the above-mentioned person appeared before me this day, and acknowledged that this Trademark Assignment was signed and delivered as the free and voluntary act of said person on behalf of the identified corporation with authority to do so, for the uses and purposes therein set forth.

Given under my hand and seal this 8 day of September, 2010.

  
Notary Public



#### SCHEDULE A TO TRADEMARK ASSIGNMENT

| Trademark | Serial No | Registration No | Class |
|-----------|-----------|-----------------|-------|
| MOSAIC    | 75250279  | 2551401         | 9     |
| MOSAIC    | 75250280  | 2183588         | 16    |
| MOSAIC    | 75250398  | 2551402         | 35    |
| MOSAIC    | 74000159  | 1840103         | 42    |