

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM317153

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
World Marketing, Inc.		08/27/2014	CORPORATION: NEBRASKA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	World Marketing Holdings, LLC		
<b>Street Address:</b>	544 First Street		
<b>City:</b>	Milwaukee		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53204		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: WISCONSIN		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3423432	INSIDEDATA	
<b>Registration Number:</b>	3229499	INSIDETRACK	
<b>Registration Number:</b>	3210448	W WORLDMARKETING	
<b>Registration Number:</b>	3200903	WORLDMARKETING	
<b>Registration Number:</b>	3200904	W WORLDMARKETING	
<b>Registration Number:</b>	3229521	W WORLDMARKETING	
<b>Registration Number:</b>	3246306	W WORLDMARKETING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4142735198		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	414-273-3500		
<b>Email:</b>	sdelsman@gklaw.com		
<b>Correspondent Name:</b>	Shane Delsman; Godfrey & Kahn, S.C.		
<b>Address Line 1:</b>	780 N. Water Street		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	012314-0003		
<b>NAME OF SUBMITTER:</b>	Shane Delsman		
<b>SIGNATURE:</b>	/Shane Delsman/		
<b>DATE SIGNED:</b>	09/16/2014		

CH \$190.00 3423432

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

WHEREAS, World Marketing, Inc., a Nebraska corporation having its principal place of business at 1314 Douglass Street, Suite 1500, Omaha, Nebraska 68102 (the "Assignor"), owns all right, title, and interest in the trademarks listed in the attached Schedule A and any related common law rights, and including the goodwill associated therewith (collectively referred to as the "Trademarks");

WHEREAS, World Marketing Holdings, LLC, a Wisconsin limited liability company having its principal place of business at 544 First Street, Milwaukee, Wisconsin 53204 ("Assignee"), is acquiring certain of the assets of Assignor, including the Trademarks, pursuant to an asset purchase agreement, dated as of August 27, 2014, between Assignor, Assignee and certain other parties (the "Asset Purchase Agreement"); and

WHEREAS, in connection with such Asset Purchase Agreement, Assignee is acquiring all of Assignor's rights in and to the Trademarks and any applications and registrations therefor, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with the right to recover damages and profits for past and future infringements thereof.

NOW, THEREFORE, for the good and valuable consideration set forth in the Asset Purchase Agreement, the sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. Assignor hereby sells, assigns, and transfers unto Assignee all of Assignor's right, title, and interest in and to the Trademarks and any applications or registrations therefor, together with all common law rights therein, the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, all renewals thereof, and all proceeds therefrom together with any and all claims or causes of infringement or dilution thereof that may have accrued prior to and/or after the effective date of this Trademark Assignment, together with the right to bring suit for and/or initiate any proceeding to collect any and all damages arising from said claims or causes of action, to be held and enjoyed by the Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

2. Assignee is the successor-in-interest to the on-going business of Assignor, or that portion of the business to which the Trademarks pertain.

3. This Trademark Assignment may be executed simultaneously in counterparts, each of which shall be deemed an original, but both of which together shall constitute one and the same instrument.

4. This Trademark Assignment is subject to all the terms and conditions of the Asset Purchase Agreement. The parties intent that this Trademark Assignment is for recordation purposes only and its terms shall not modify the applicable terms and conditions of the Asset Purchase Agreement, which govern the parties' rights and interests in the Trademarks.

[Signature page follows.]

IN WITNESS WHEREOF, Assignor and Assignee have entered into this Trademark Assignment as of the date set forth below.

World Marketing, Inc.

By: J. Scott Searl  
Name: J. Scott Searl  
Title: Secretary  
Date: 9/16/14

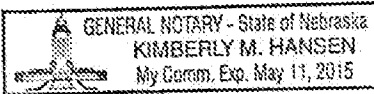
World Marketing Holdings, LLC

By: Blue Streak Holdings, Inc.,  
its Sole Member  
By: Lisa Sanregret  
Printed Name: Lisa Sanregret  
Title: Treasurer  
Date: 9-10-14

Subscribed and sworn to before me  
this 16<sup>th</sup> day of September, 2014.

Kimberly M. Hansen

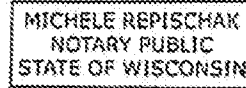
Notary Public, State of Nebraska  
My Commission Expires: May 11, 2015



Subscribed and sworn to before me  
this 10 day of September, 2014.

Michele Repischak

Notary Public, State of Wisconsin  
My Commission Expires: 11/10/17



[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

**SCHEDULE A: TRADEMARKS**

<b>MARK</b>	<b>COUNTRY</b>	<b>REGISTRATION NUMBER</b>	<b>REGISTRATION DATE</b>
INSIDEDATA	United States	3,423,432	May 6, 2008
INSIDETRACK	United States	3,229,499	April 17, 2007
 WorldMarketing	United States	3,210,448	February 20, 2007
 WorldMarketing	United States	3,200,903	February 20, 2007
 WorldMarketing	United States	3,200,904	February 20, 2007
 WorldMarketing	United States	3,229,521	April 17, 2007
 WorldMarketing	United States	3,246,306	May 29, 2007