

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM317637

<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>
First Manhattan Consulting Group, LLC		09/18/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	FMCG Holdings, LLC		
<b>Street Address:</b>	90 Park Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10016		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85711425	BUSINESS FINANCIAL INSIGHTS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2125215450		
<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>	2125215400		
<b>Email:</b>	mpikser@reedsmith.com		
<b>Correspondent Name:</b>	Meredith D. Pikser		
<b>Address Line 1:</b>	599 Lexington Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	540203.20002		
<b>NAME OF SUBMITTER:</b>	Meredith D. Pikser		
<b>SIGNATURE:</b>	/Meredith D, Pikser/		
<b>DATE SIGNED:</b>	09/22/2014		
<b>Total Attachments: 3</b>			
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**TRADEMARK ASSIGNMENT**

This Trademark Assignment Agreement (the "Agreement") is made this 18<sup>th</sup> day of September, 2014 between First Manhattan Consulting Group, LLC ("Assignor"), and FMCG Holdings, LLC ("Assignee").

Assignor is the owner of the trademark application identified in the attached Schedule A (the "Trademark");

Assignor wishes to convey to Assignee all of the Assignor's right, title and interest in and to the Trademark; and

Assignee wishes to acquire all of the Assignor's right, title and interest in and to the Trademark.

**NOW THEREFORE**, the parties hereto hereby agree as follows:

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, transfer and convey unto Assignee all of its rights, title and interest in and to the Trademark and the goodwill associated therewith, including all applications based in whole or in part upon the Trademark, and every priority right that is or may be predicated upon or arise from the Trademark, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

Assignor hereby grants to Assignee a specific power of attorney and authority to act on behalf of and in the name of Assignor to execute all documents and to perform all acts that are necessary to perfect and record the assignment of the Trademarks.

Assignee hereby agrees to the foregoing assignment, transfer and conveyance.

*RET*

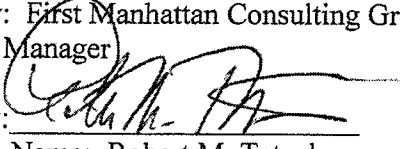
IN WITNESS THEREOF, the parties have executed this Agreement as of the date first above written.

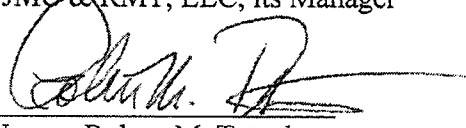
**FIRST MANHATTAN CONSULTING  
GROUP, LLC**

**FMCG HOLDINGS, LLC**

By: First Manhattan Consulting Group, Inc.,  
its Manager

By: JMC & RMT, LLC, its Manager

By:   
Name: Robert M. Tetenbaum  
Title: EVP

By:   
Name: Robert M. Tetenbaum  
Title: Manager



SCHEDULE A

<u>TRADEMARK</u>	<u>U.S. Application Ser. No.</u>
BUSINESS FINANCIAL INSIGHTS	85711425

