

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM324230

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WTS Paradigm, LLC		11/21/2014	LIMITED LIABILITY COMPANY: WISCONSIN
RECEIVING PARTY DATA			
Name:	First Business Bank		
Street Address:	401 Charmany Drive		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53719		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4147900	TOUCHQUOTE	
Registration Number:	3249205	WTS PARADIGM	
Registration Number:	4525314	WTS PARADIGM	
CORRESPONDENCE DATA			
Fax Number:	6082325969		
<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>			
Phone:	608-232-5922		
Email:	pbyrne@firstbusiness.com		
Correspondent Name:	First Business Bank		
Address Line 1:	401 Charmany Drive		
Address Line 4:	Madison, WISCONSIN 53719		
NAME OF SUBMITTER:	Penny A. Byrne		
SIGNATURE:	/Penny A Byrne/		
DATE SIGNED:	11/24/2014		
Total Attachments: 2			
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NOTICE OF TRADEMARK SECURITY AGREEMENT
(FOR RECORDATION PURPOSES)

This Notice of Trademark Security Agreement, dated as of November 21, 2014, is made with regard to WTS Paradigm, LLC, a Wisconsin Limited Liability Company ("Borrower"), having an address for notice at 1600 Aspen Commons, Suite 500, Middleton, WI 53562 and First Business Bank, a Wisconsin corporation ("Lender"), having an address for notice at 401 Charmany Drive, Madison, WI 53719.

RECITALS:

The Borrower and the Lender are parties to a Business Loan Agreement dated June 15, 2014 (as the same may hereafter be amended, supplemented or restated from time to time, the "Loan Agreement") setting forth the terms on which the Lender may now or hereafter make certain loans or other financial accommodations to or for the account of the Borrower.

As a further condition to making any loan or other financial accommodation under the Loan Agreement or otherwise, the Lender has required the execution and delivery of a Commercial Security Agreement (the "Security Agreement") by the Borrower.

ACCORDINGLY, in consideration of the mutual covenants contained in the Loan Agreement, the Security Agreement, and herein, the undersigned gives notice as follows:

Pursuant to the terms of the Security Agreement, Borrower has granted a security interest in favor of Lender in and with respect to the entire right, title, and interest of Borrower in the trademarks identified in the attached schedule (the "Trademarks"), together with the goodwill of the business symbolized by said Trademarks.

IN WITNESS WHEREOF, the undersigned has executed this Notice of Trademark Security Agreement as of the date written above.

FIRST BUSINESS BANK

By: Penny A. Byrne
Vice President

State Of WI

)SS

County Of DANE)

The foregoing instrument was acknowledged before me this 21st day of NOVEMBER, 2014, by PENNY A. BYRNE, VICE PRESIDENT of First Business Bank, on behalf of the corporation.

Mary A. Quinn

Notary Public, State of Wisconsin

My Commission expires: 5/15/16

SCHEDULE
UNITED STATES TRADEMARKS

MARK	SERIAL NO./REG. NO.	FILING DATE/REG. DATE
TOUCHQUOTE	85370088/4147900	7/13/2011;5/22/2012
WTS PARADIGM	78827803/3249205	3/2/2006;6/5/2007
WTS PARADIGM	86056406/4525314	9/5/2013;5/6/2014