

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM365093

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Allant Group, Inc.		12/01/2015	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Acxiom Corporation		
Street Address:	601 E. 3rd St.		
City:	LITTLE ROCK		
State/Country:	ARKANSAS		
Postal Code:	72201		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4413354	AUDIENCE INTERCONNECT	
CORRESPONDENCE DATA			
Fax Number:	5013769442		
<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:	(501) 371-0808		
Email:	jdougherty@wlj.com		
Correspondent Name:	J. CHARLES DOUGHERTY		
Address Line 1:	200 W. CAPITOL AVE., SUITE 2300		
Address Line 4:	LITTLE ROCK, ARKANSAS 72201		
NAME OF SUBMITTER:	J. Charles Dougherty		
SIGNATURE:	/chuck dougherty/		
DATE SIGNED:	12/09/2015		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Trademark Assignment"), dated and effective as of December 1, 2015, is made by The Allant Group, Inc. ("Seller"), an Illinois corporation located at of 2056 Westings Ave., Suite 500, Naperville, Illinois 60563, in favor of Acxiom Corporation ("Buyer"), a Delaware corporation located at 601 E. 3rd Street, Little Rock, Arkansas 72201, the purchaser of certain assets of Seller pursuant to an Asset Purchase Agreement, dated as of the date hereof, by and among Buyer, Seller and Allant Holdings, L.P., a Delaware limited partnership and the sole shareholder of Seller (the "Asset Purchase Agreement").

WHEREAS, under the terms of the Asset Purchase Agreement, Seller has conveyed, transferred and assigned to Buyer, among other assets, certain intellectual property of Seller, and, in accordance with Section 1.1(b) of the Asset Purchase Agreement, has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office and corresponding entities or agencies in any applicable jurisdictions, if any.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller agrees as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller hereby irrevocably conveys, transfers and assigns to Buyer, and Buyer hereby accepts, all of Seller's right, title and interest in and to the trademark "Audience Interconnect" which was registered in the United States Patent and Trademark Office as Registration No. 4,413,354 (the "Assigned Trademark"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademark, and including but not limited to:

(a) all rights of any kind whatsoever of Seller accruing under the Assigned Trademark provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;

(b) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to the Assigned Trademark; and

(d) any and all claims and causes of action with respect to the Assigned Trademark and any of the foregoing, whether accruing before, on and/or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Seller hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions, if any, to record and register this Trademark Assignment upon request by Buyer. Following the date hereof, upon the reasonable request of

Buyer, and at Buyer's cost and expense, Seller shall take such steps and actions, and provide such cooperation and assistance to Buyer and its successors, assigns and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary or reasonably required to effect, evidence or perfect the assignment of the Assigned Trademark to Buyer, or any assignee or successor thereto.

3. Terms of the Asset Purchase Agreement. The parties hereto acknowledge and agree that this Trademark Assignment is entered into pursuant to the Asset Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Seller and Buyer with respect to the Assigned Trademark. The representations, warranties, covenants, agreements and indemnities contained in the Asset Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Asset Purchase Agreement and the terms hereof, the terms of the Asset Purchase Agreement shall govern.

4. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

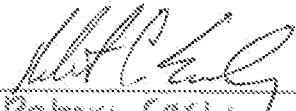
5. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This Trademark Assignment and any claim, controversy, dispute or cause of action (whether in contract, tort or otherwise) based upon, arising out of or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Delaware, without giving effect to any choice or conflict of law provision or rule (whether of the State of Delaware or any other jurisdiction).

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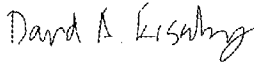
IN WITNESS WHEREOF, Seller and Buyer have duly executed and delivered this Trademark Assignment as of the date first written above.

THE ALLANT GROUP, INC.

By: 
Name: Robert Early
Title: Chairman

AGREED TO AND ACCEPTED:

ACXIOM, INC.


By: _____
Name: David A. Eisenberg
Title: SVP Corporate Development