

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM389360

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Acxiom Corporation		06/22/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Council of Better Business Bureaus		
Street Address:	3033 Wilson Blvd, Suite 600		
City:	Arlington		
State/Country:	VIRGINIA		
Postal Code:	22201		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4741037	DIGITAL IQ	
Serial Number:	86309652	DIGITAL IQ	
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:	06/27/2016		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of this 22nd day of June, 2016, by and between Acxiom Corporation, a Delaware corporation ("Assignor"), and Council of Better Business Bureaus, Inc. a Delaware corporation ("Assignee").

WHEREAS, Assignor owns certain rights, title and interest in and to the DIGITAL IQ trademark, including pending United States Trademark Application No. 86/309,652 and United States Trademark Registration No. 4,741,037 (collectively, the "Trademark"), together with the goodwill of the business connected with and symbolized by the Trademark;

WHEREAS, the Assignor and Assignee agree that the Assignor has an ongoing business to which the Trademark pertains;

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademark, along with the portion of the business of the Assignor to which the Trademark pertains, and Assignor desires to assign same to Assignee;

NOW, THEREFORE, for ten dollars (\$10) received, and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as follows.

Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademark, together with the goodwill of the business connected with and symbolized by the Trademark and the portion of the business of the Assignor to which the Trademark pertains, (including, without limitation, the right to continue prosecution of the aforementioned trademark application, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademark, any priority right that may arise from the Trademark, all past, present and future claims, counterclaims, credits, causes of action, choses in action, rights of recovery and rights of setoff against third persons for infringement or other violation of the Trademark, and the sole right to enforce the Trademark and to sue for and collect any resulting recovery of damages, lost profits, legal fees and costs, including those from acts which may have occurred prior to the signing of this Assignment), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration of the Trademark to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademark.

[The next page is the signature page]

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be executed by its duly authorized representative as of the date first written above.

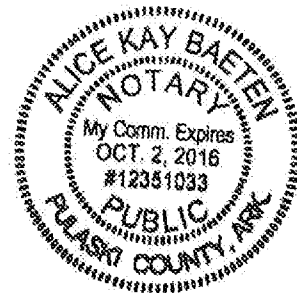
**ASSIGNOR
ACXIOM CORPORATION**

By: *[Signature]*
Name: JORDAN ASBOTE
Title: ATTORNEY

STATE OF ARKANSAS)
COUNTY OF PULASKI) SS:

On this 27 day of June, 2016, before me, the undersigned, a Notary Public in and for said State, personally appeared JORDAN ASBOTE, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the above instrument, and who, being by me duly sworn, did depose and say that he/she resides in PULASKI County; and he/she is the COMPLIANCE COUNSEL of Acxiom Corporation, a Delaware corporation, and that he/she executed the above instrument in the firm name of Acxiom Corporation, and that he/she had authority to sign the same, and that by his/her signature on the above instrument, Acxiom Corporation executed the instrument. In witness whereof, I have hereunto set my hand and affixed my official seal, the day and year in this certificate first above written.

Notary Public *Alice Baeten*
My commission expires: 10/2/16



ACKNOWLEDGED BY:

**ASSIGNEE
COUNCIL OF BETTER BUSINESS BUREAUS, INC.**

By: *[Signature]*
Name: Richard P Woods
Title: VP + General Counsel