

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM430587

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Experian Marketing Solutions, Inc.		01/01/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Experian Marketing Solutions, LLC		
Street Address:	841 Apollo Street, Suite 200		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	2075442	BEHAVIORBANK	
Registration Number:	1504241	C.O.I.N.	
Registration Number:	2122809	CIRCBASE	
Registration Number:	2007320	DIRECT SELECT	
Serial Number:	85915230	EMAIL INSIGHTS	
Registration Number:	3843618	METRONET	
Registration Number:	1496083	MOR-BANK	
Registration Number:	1840103	MOSAIC	
Registration Number:	2551401	MOSAIC	
Registration Number:	2183588	MOSAIC	
Registration Number:	2551402	MOSAIC	
Registration Number:	2038346	Z-24	
CORRESPONDENCE DATA			
Fax Number:	3122367516		
<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:	312-368-4000		
Email:	ch.tm@dlapiper.com		
Correspondent Name:	DLA Piper LLP (US)		

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TRADEMARK

Address Line 1: P.O. Box 64807
Address Line 4: Chicago, ILLINOIS 60664-0807

ATTORNEY DOCKET NUMBER: 381633-34

NAME OF SUBMITTER: Peggy McBride

SIGNATURE: /PLMcBride/

DATE SIGNED: 06/08/2017

Total Attachments: 7

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this “**Assignment**”), effective as of January 1, 2017, is made by Experian Marketing Solutions, Inc., a Delaware corporation (“**Assignor**”).

WHEREAS, Assignor and Experian Marketing Solutions, LLC, a Delaware limited liability corporation (“**Assignee**”), are parties to a Contribution Agreement, effective as of January 1, 2017 (as amended, supplemented or otherwise modified from time to time, the “**Contribution Agreement**”; capitalized terms not defined herein have the meanings set forth in the Contribution Agreement) pursuant to which Assignor agreed to assign to Assignee its right, title and interest in the Retained Business Assets;

WHEREAS, Assignor owns its entire right, title and interest, whether statutory or common law rights, in and to (among other Intellectual Property) the Trademarks used in or necessary for the Retained Business, including, without limitation, the trademarks and registrations listed on Schedule A (the “**Assigned Trademarks**”); and

WHEREAS, as contemplated by the Contribution Agreement, Assignee desires to acquire, and Assignor desires to assign, Assignor’s entire worldwide right, title and interest in and to the Assigned Trademarks (the “**Assigned Properties**”), and Assignor is willing to assign the Assigned Properties to Assignee.

NOW, THEREFORE, for and in consideration of the foregoing and the mutual agreements contained herein, and other good and valuable consideration, the receipt of which is hereby acknowledged:

1. Assignor does hereby sell, assign and transfer to Assignee, its entire worldwide right, title and interest, whether statutory or common law rights, in and to the Assigned Properties and any registrations thereof, together with the goodwill connected with and symbolized by the Assigned Properties, the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which the Assigned Properties are granted or reissued or extended as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, as assignee of its entire right, title and interest therein and in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto in and to all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.
2. Assignor agrees to execute any additional documents (including, without limitation, express assignments of any trademark intended to be included in the Assigned Properties but not specifically listed in Schedule A) and to take such other actions as may be necessary to transfer to Assignee its entire right, title and interest in and to the Assigned Properties.
3. The parties hereto authorize and request that the respective Trademark Offices of the relevant jurisdictions record and recognize Assignee as the assignee and owner of the Assigned Trademarks.

4. This Assignment shall be governed by and construed in accordance with the laws of the United States of America, with respect to applicable federal law, and the State of Delaware with respect to applicable state law, without regard to the conflicts of law principles thereof.

- Signatures appear on the following page -

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed in duplicate originals by its duly authorized representative as of the day and year first above written.

“Assignor”

EXPERIAN MARKETING SOLUTIONS, INC.

By:  _____

Name: Brian Herb

Title: vP and Treasurer

[Signature Page to Trademark Assignment]

SCHEDULE A
ASSIGNED TRADEMARKS

Registered Trademarks:

Owner	Trademark	Country	Application No.	Registration No	Registration Date	Classes	Status
BEHAVIORBANK							
Experian Marketing Solutions, Inc	BEHAVIORBANK	United States of America	75098604	2075442	1 Jul 1997	35	Registered
C.O.I.N.							
Experian Marketing Solutions, Inc	C.O.I.N.	United States of America	73654742	1504241	13 Sep 1988	35	Registered
CIRCBASE							
Experian Marketing Solutions, Inc	CIRCBASE	United States of America	75068569	2122809	23 Dec 1997	35	Registered
DIRECT SELECT							
Experian Marketing Solutions, Inc	DIRECT SELECT	United States of America	74395074	2007320	15 Oct 1996	9,35	Registered
METRONET							
Experian Marketing Solutions, Inc.		United States of America	85915230	85915230	25 Apr 2013	35	Registered
METRONET							
Experian Marketing Solutions, Inc		United States of America	77665534	3843618	7 Sep 2010	35	Registered
MOR-BANK							
Experian Marketing Solutions, Inc	MOR-BANK	United States of America	73654741	1496083	12 Jul 1988	35	Registered
MOSAIC							
Experian Marketing Solutions, Inc	MOSAIC	United States of America	74000159	1840103	14 Jun 1994	42	Registered
Experian Marketing Solutions, Inc	MOSAIC	United States of America	75250279	2551401	26 Mar 2002	9	Registered
Experian Marketing Solutions, Inc	MOSAIC	United States of America	75250280	2183588	25 Aug 1998	16	Registered
Experian Marketing Solutions, Inc	MOSAIC	United States of America	75250398	2551402	26 Mar 2002	35	Registered
Z-24							
Experian Marketing Solutions, Inc	Z-24	United States of America	74728100	2038346	18 Feb 1997	35	Registered

Unregistered Trademarks:

Addressable BehaviorGraphicsSM
Address CaptureSM
Address Deliverability Index
Ad IQSM
Advanced Address Correction
Advanced Address Correction Maximum
Advanced Merge/Purge Solution
Advanced SelectSM Database
Advanced SelectSM for Homeowners
Alchemy Social[®]
AncertisSM
Audience Centric MarketingSM
Audience IQSM
Basic Address AuditSM
BehaviorBank[®]
Be RelevantSM
Cable Local Market ModelSM
Channel MatchSM
ChoiceScoreSM
CircBase[®]
C.O.I.N.[®]
Consumer ConnectSM
Consumer Knowledge CenterSM
ConsumerViewSM
CorrectAddress[®]
Cross-Channel Identity Resolution
Customer Data Integration
Customer Insight CenterSM
CustomerSelectSM
Data IntelligenceSM
Data Select NetworkSM
eAlertSM
Email Insights
Email responsibly
Ethnic InsightSM
Experian Audience IQSM
Experian DigitalSM
Experian Marketing Analytics
Experian Mobile MarketingSM
Fourth & PineSM
Geo-BehavioralTM
Geo-Summarized INSOURCESM
GreenAwareSM
Harvest Solutions
Home Connect InsightSM
Housefile RefreshSM
INSOURCESM
INSOURCE Enhancement
Intelligent Search Technology, Inc.[®]

List LinkSM
Marketing ForwardSM
Marketing forward
Marketing Sophistication CurveSM
MarketOneTM
Market Penetration ReportSM
MarketShare Online
Media IQSM
MediaMix IQSM
MerlinMerge[®]
MetroNet[®]
MetroNet ExpressSM
MetroSearch
Micromarketer Generation3SM
MOR-Bank[®]
Mosaic[®]
Multichannel Response Analysis
NameSearch[®]
National Look Up 900 ServiceSM
New Homeowners DatabaseSM
New Movers DatabaseSM
New Parents DatabaseSM & Prenatal
OmniActivationTM
Outbound DirectSM
Postal Optimization Services
Postal Processing
Prime Performance ModelingSM
Promotion History TrackerSM
Prospect IQSM
QAS[®]
QASmedWatchSM
QAS[®] NameSearch[®]
QAS Partner PlatformSM
QAS Pro
QASWatchSM
RealScoreSM
RealScoreNowSM
Road Map to Consumer KnowledgeSM
Selective EliminationSM
Site ClaritySM
Smart Targeting ToolsSM
StreetSmart
Target, Test and MeasurementSM
Techlightenment
Television BehaviorGraphicsTM
TotalvueSM Database Solutions
Totalvue ExpressSM
Totalvue RetailSM
Totalvue UniversalSM
Touchless ProcessingTM
Traveler InsightSM

TruePatientSM
TrueTouchSM
Truvue[®]
VeriScoreSM
Virtual Information ConsultantSM
Visitor IQSM
Wealth Summary ReportSM
Z-24[®] Catalog Database
Z-24[®] Prospect Plus Database