

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Shared Insights US, LLC		07/27/2007	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	KnowledgePlanet, Inc.
Street Address:	154 Middlesex Turnpike
City:	Burlington
State/Country:	MASSACHUSETTS
Postal Code:	01803
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3391922	SHARED
Registration Number:	3339659	SHAREDCONNECTIONS
Registration Number:	3339658	SHAREDCOMMUNITIES
Registration Number:	3339657	SHAREDNETWORKS
Registration Number:	3297790	SHAREEVENTS
Registration Number:	3339656	SHAREDINSIGHTS
Registration Number:	3374883	WE>ME WE ARE SMARTER THAN ME
Registration Number:	3374869	WE ARE SMARTER THAN ME

CORRESPONDENCE DATA

Fax Number: (702)549-2353
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 781-239-1470
 Email: scott@ssolowaylaw.com
 Correspondent Name: Scott M. Soloway

OP \$215.00 3391922

Address Line 1: 888 Worcester Road
Address Line 2: Suite 260
Address Line 4: Wellesley, MASSACHUSETTS 02481

NAME OF SUBMITTER:	Scott M. Soloway
Signature:	/Scott M. Soloway/
Date:	03/07/2008

Total Attachments: 3
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ASSIGNMENT OF SERVICE MARKS AND TRADEMARKS

This Assignment of Service marks and Trademarks (this “**Assignment**”) is made as of July 27, 2007, by Shared Insights US, LLC, a Delaware limited liability company (the “**Assignor**”), having a principal place of business at 150 Presidential Way, Suite 520, Woburn, Massachusetts 01801, to KnowledgePlanet, Inc., a Delaware corporation (the “**Assignee**”), having a principal place of business at 150 Presidential Way, Suite 520, Woburn, Massachusetts 01801.


The Assignor, the Assignee and Social Networking Acquisition Partners, LLC, a Delaware limited liability company (the “**Parent**”), are parties to a Contribution Agreement, dated on or about the date hereof, (the “**Contribution Agreement**”), pursuant to which Assignor has contributed and assigned to Assignee (at the direction of Parent), and Assignee has accepted, certain “Contributed Assets” (as defined in the Contribution Agreement), including the service marks and trademarks of Assignor listed on Schedule A annexed hereto and incorporated herein by this reference (collectively, the “**Marks**”). In accordance with the Contribution Agreement, the Assignor desires to more fully evidence the transfer and assignment to the Assignee of, and the Assignee desires to more fully evidence its acceptance of such transfer and assignment of, all of the Assignor’s worldwide rights, title and interests in, to and under the Marks.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby conveys, transfers and assigns to the Assignee all of the Assignor’s worldwide rights, title and interests in, to and under the Marks, whether or not registered, together with the translations, adaptations, derivations and combinations thereof, and all the United States federal, state, and foreign applications and registrations therefor, including the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Mark, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, Canada and in any other jurisdiction, the same to be held and enjoyed by the Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the Assignor had this Assignment not been made.

[signature page follows]

The Assignor has caused its duly authorized officer to execute this Assignment as of the date first above written.

SHARED INSIGHTS US, LLC

By: 
Name: PAUL R. LEADER
Title: CEO

[Signature Page - IP Assignment]

4961-8658-0801.03

TOTAL P.003

SCHEDULE A

Registered Service marks and Trademarks

Service mark or Trademark	U.S. Registration No.	Registration Date
SHARED INSIGHTS	2945661	May 3, 2005

Service marks and Trademarks Pending Registration

Service mark or Trademark	Serial No.
SHAREDINSIGHTS	78895265
SHARED	78895269
SHAREEVENTS	78895271
SHAREDNETWORKS	78895274
SHAREDCOMMUNITIES	78895279
SHAREDCONNECTIONS	78895286
WE>ME	77025521
WE ARE SMARTER THAN ME	77021462