

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
PureSight, Inc.		06/15/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Boston Communications Group, Inc.		
Street Address:	55 Middlesex Turnpike		
City:	Bedford		
State/Country:	MASSACHUSETTS		
Postal Code:	01730		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2682169	PURESIGHT	
CORRESPONDENCE DATA			
Fax Number:	(800)432-5298		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	401-276-6405		
Email:	trademark@eapdlaw.com, swiggins@eapdlaw.com, jottaviani@eapdlaw.com		
Correspondent Name:	John E. Ottaviani		
Address Line 1:	P.O. Box 130		
Address Line 2:	F.D.R. Station		
Address Line 4:	New York, NEW YORK 10150		
ATTORNEY DOCKET NUMBER:	21268/0018		
NAME OF SUBMITTER:	John E. Ottaviani		
Signature:	/jeo/		

CH \$40.00 2682169

Date:

10/31/2008

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK IN UNITED STATES

PureSight, Inc., a Delaware corporation, having a place of business at 300 Avenue Palmeras, San Clemente, CA 92672 has used and is using the trademark identified below and is the owner of the trademark registration identified below, including the goodwill of the business connected with the use of, and symbolized by, said mark.

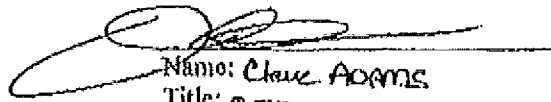
For good and valuable consideration, the receipt of which is hereby acknowledged, PureSight, Inc. hereby assigns to Boston Communications Group, Inc., a Massachusetts corporation, having a place of business at 55 Middlesex Turnpike, Bedford, Massachusetts, the entire right, title and interest in and to the trademark registration identified below and the trademark which is the subject thereof, including the goodwill of the business connected with the use of, and symbolized by, said mark.

Mark	Reg. No.	Reg. Date
PURESIGHT	2,682,169	February 4, 2003

PureSight, Inc., further agrees, for itself, its successors and assigns, to execute such further documents and to perform such further lawful acts as may reasonably be requested by Boston Communications Group, Inc., to effectuate this assignment.

Witness my hand and seal this ____ day of June, 2005.

PURESIGHT, INC.

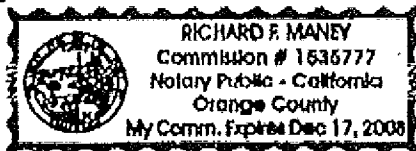

 Name: Clive Adams
 Title: CEO

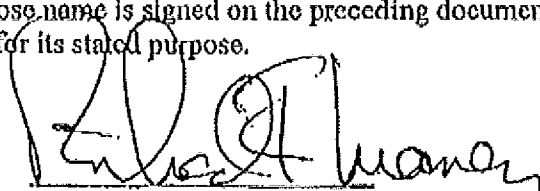
STATE OF CALIFORNIA

County of (ORANGE)

On this 15th day of June, 2005, before me, the undersigned notary public, personally appeared CLIVE ADAMS, proved to me through satisfactory evidence of identification, which was CA Drivers Lic, to be the person whose name is signed on the preceding document, and acknowledged to me that he signed it voluntarily for its stated purpose.

[affix seal]




 Notary Public

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