

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
McCord Software and Investments, Inc.	FORMERLY BWC Software and Investments, Inc.	12/21/2010	CORPORATION: ARKANSAS

**RECEIVING PARTY DATA**

<b>Name:</b>	Ciao, Inc.
<b>Street Address:</b>	6475 Camden Avenue, Suite 207
<b>City:</b>	San Jose
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95120
<b>Entity Type:</b>	CORPORATION: CALIFORNIA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	3227360	LOAN-SCORE

**CORRESPONDENCE DATA**

Fax Number: (501)244-5362  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 5013703304  
 Email: light@fridayfirm.com  
 Correspondent Name: Harry A. Light  
 Address Line 1: 400 West Capitol, Suite 2000  
 Address Line 4: Little Rock, ARKANSAS 72201

<b>NAME OF SUBMITTER:</b>	Harry A. Light
<b>Signature:</b>	/Harry A. Light/
<b>Date:</b>	01/14/2011

Total Attachments: 2

**900181362**

**TRADEMARK  
 REEL: 004453 FRAME: 0374**

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**ASSIGNMENT OF TRADEMARKS**

THIS ASSIGNMENT OF TRADEMARKS is executed effective as of December 21, 2010 by McCord Software and Investments, Inc. (f/k/a BWC Software and Investments, Inc.), an Arkansas corporation whose address is 550 Trabuco Road, Suite 150, Irvine, CA 92620 ("Assignor"), to Ciao, Inc., a California corporation whose address is 6475 Camden Avenue, Suite 207, San Jose, CA 95120 ("Assignee").

WHEREAS, Assignor has adopted and used in its business the following trademarks and/or service marks which have been registered in the United States Patent & Trademark Office, as more particularly described below:

<u>Mark</u>	<u>Registration No.</u>	<u>Certificate Date</u>
Loan-Score (Word Mark)	3227360	April 10, 2007

(the "Trademark"); and

WHEREAS, Assignor desires to assign the Trademark to Assignee and Assignee desires to acquire and accept said Trademark as herein set forth.

NOW THEREFORE, for TEN DOLLARS and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, all right, title and interest in and to the Trademark together with the goodwill of the business symbolized by the Trademark and registration thereof.


TO HAVE AND TO HOLD the same unto said Assignee, and unto its successors and assigns for the life of said Trademark.

Assignor represents and warrants that it is the sole owner of the Trademark and holds good and valid title thereto, free and clear of any and all liens, security interests, claims, encumbrances, and adverse rights and interests, and Assignor further covenants to forever warrant and defend said title against all claims whatsoever.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed as of the day and year first written above.

ASSIGNOR:

McCord Software and Investments, Inc.

By:   
William McCord, President

