

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---------------------------|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| ChoicePoint Asset Company | | 07/26/2006 | CORPORATION: DELAWARE |

| | |
|------------------------|---|
| RECEIVING PARTY DATA | |
| Name: | Insurity Rating and Analytics Services Inc. |
| Street Address: | 5035 South 110th Street |
| City: | Omaha |
| State/Country: | NEBRASKA |
| Postal Code: | 68137 |
| Entity Type: | CORPORATION: NEBRASKA |

PROPERTY NUMBERS Total: 10

| Property Type | Number | Word Mark |
|----------------------|---------|----------------------|
| Registration Number: | 2640220 | ACCU-QUOTE |
| Registration Number: | 1237819 | PRIORITY |
| Registration Number: | 2906930 | PRIORITY AGENCY |
| Registration Number: | 2573358 | PRIORITY CREDITLINK |
| Registration Number: | 2670860 | PRIORITY DATALINK |
| Registration Number: | 2406121 | PRIORITYRATE |
| Registration Number: | 2662851 | PRIORITYRATE NVISION |
| Registration Number: | 2504009 | PRIORITY-QUOTE |
| Registration Number: | 2438281 | SHOP THE LIMITS |
| Registration Number: | 2820324 | SPEED RATER |

| | |
|--|---------------|
| CORRESPONDENCE DATA | |
| Fax Number: | (404)962-6785 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 404-885-3406 |

OP \$265.00 2640220

Email: trademarks@troutmansanders.com
Correspondent Name: Daniele E. Bourgeois/ Troutman Sanders
Address Line 1: 600 Peachtree Street NE
Address Line 2: Bank of America Plaza, Suite 5200
Address Line 4: Atlanta, GEORGIA 30308-2216

| | |
|-------------------------|------------------------|
| ATTORNEY DOCKET NUMBER: | 22413.000052 |
| NAME OF SUBMITTER: | Daniele E. Bourgeois |
| Signature: | /Daniele E. Bourgeois/ |
| Date: | 07/27/2006 |

Total Attachments: 2
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INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT (the "Assignment") is made and entered into as of the 26th day of July, 2006, by and between ChoicePoint Asset Company, a Delaware corporation having its principal place of business at 1000 Alderman Drive, Alpharetta, Georgia 30005, (hereinafter referred to as "Assignor"), and Insurity Rating and Analytics Services Inc., a Nebraska corporation having a principal place of business at 5035 South 110th Street, Omaha, NE 68137 (hereinafter referred to as "Assignee").

WITNESSETH

WHEREAS, Assignor is the owner of all right, title and interest in and to the intellectual property set forth on Schedule A attached hereto and incorporated herein by this reference (the "Intellectual Property"); and

WHEREAS, Assignee and Assignor desire to enter into this Assignment to effect the transfer of the Intellectual Property to Assignee; and

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Transfer and Assignment. Assignor hereby grants, conveys and assigns to Assignee all of its right, title and interest in and to the Intellectual Property, together with the goodwill identified by the trademarks, along with the right to recover damages, profits and other remedies for past infringement of the Intellectual Property.

2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further acts, deemed necessary by Assignee to vest in Assignee all right, title and interest in and to the Intellectual Property, and to enable such right, title and interest to be recorded in the appropriate governmental authority or agency.

3. This Assignment: (a) is governed by Georgia law; (b) may not be amended except by a writing executed by all parties; and (c) supersedes any oral or written agreement, understanding, discussion or other documentation to the contrary.

"ASSIGNOR"

"ASSIGNEE"

ChoicePoint Asset Company

Insurity Rating and Analytics Services Inc.

By: 

By: 

Name: J. Michael de Janes

Name: J. Michael de Janes

Title: General Counsel

Title: General Counsel

Date: July 26, 2006

Date: July 26, 2006

TRADEMARK

REEL: 003356 FRAME: 0220

SCHEDULE A

Trademarks:

| <u>Trademark</u> | <u>Country or State</u> | <u>Serial or Registration No.</u> | <u>Registration Date</u> |
|----------------------|-------------------------|-----------------------------------|--------------------------|
| Accu-Quote | US | 2,640,220 | 2002-10-22 |
| Priority | US | 1,237,819 | 1983-05-10 |
| Priority Agency | US | 2,906,930 | 2004-11-30 |
| Priority Creditlink | US | 2,573,358 | 2002-05-28 |
| Priority Datalink | US | 2,670,860 | 2003-01-07 |
| PriorityRate | US | 2,406,121 | 2000-11-21 |
| PriorityRate NVision | US | 2,662,851 | 2002-12-17 |
| Priority-Quote | US | 2,504,009 | 2001-11-06 |
| Shop the Limits | US | 2,438,281 | 2001-03-27 |
| Speed Rater | US | 2,820,324 | 2004-03-02 |