

## 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                         |
| First Manhattan Consulting Group, LLC  |  | 01/02/2013                  | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA   |  |                             |                                     |
| Name:  | FMCG Holdings, LLC                           |                             |                                     |
| Street Address:  | 90 Park Avenue                               |                             |                                     |
| City:  | New York                                     |                             |                                     |
| State/Country:   | NEW YORK                                     |                             |                                     |
| Postal Code:   | 10016  |                             |                                     |
| Entity Type:   | LIMITED LIABILITY COMPANY: DELAWARE          |                             |                                     |
| PROPERTY NUMBERS Total: 10   |  |                             |                                     |
| Property Type  | Number                                       | Word Mark                   |                                     |
| Registration Number:   | 3497895                                      | FINANCIAL PERSONALITIES     |                                     |
| Registration Number:   | 3211373                                      | FINANCIAL PERSONALITY       |                                     |
| Registration Number:   | 2652870                                      | FINANCIAL PERSONALITY       |                                     |
| Serial Number:   | 85704674                                     | CONSUMER FINANCIAL INSIGHTS |                                     |
| Registration Number:   | 2626413                                      | POWER QUESTIONS             |                                     |
| Registration Number:   | 4078308                                      | HOUSEHOLD DEPOSITS SCORE    |                                     |
| Registration Number:   | 4228060                                      | NET ASSETS SCORE            |                                     |
| Registration Number:   | 4228059                                      | INVESTABLE ASSETS SCORE     |                                     |
| Registration Number:   | 4078310                                      | MORTGAGE REFINANCE SCORE    |                                     |
| Serial Number:   | 85722511                                     | INVESTMENT BALANCES SCORE   |                                     |
| CORRESPONDENCE DATA  |  |                             |                                     |
| Fax Number:  | 2125215450                                   |                             |                                     |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i> |  |                             |                                     |

OP \$265.00 3497895

*via US Mail.*

Phone: 212-521-5400  
Email: mpikser@reedsmith.com  
Correspondent Name: Meredith D. Pikser  
Address Line 1: 599 Lexington Avenue  
Address Line 4: New York, NEW YORK 10022

|                         |                      |
|-------------------------|----------------------|
| ATTORNEY DOCKET NUMBER: | 540203.20001         |
| NAME OF SUBMITTER:      | Meredith D. Pikser   |
| Signature:              | /Meredith D. Pikser/ |
| Date:                   | 02/28/2013           |

Total Attachments: 2  
source=FMCG Trademark Assignment Agreement - 01-02-13#page1.tif  
source=FMCG Trademark Assignment Agreement - 01-02-13#page2.tif

**TRADEMARK ASSIGNMENT AGREEMENT**

This Trademark Assignment Agreement (the "Agreement") is made this 2<sup>nd</sup> day of January, 2013 between First Manhattan Consulting Group, LLC ("Assignor"), and FMCG Holdings, LLC ("Assignee").

Assignor is the owner of the trademark applications and registrations identified in the attached Schedule A (the "Trademarks");

Assignor wishes to convey to Assignee all of Assignor's right, title and interest in and to the Trademarks; and

Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks.

NOW, THEREFORE, the parties hereto hereby agree as follows:

For good and valuable consideration and the sum of Five U.S. Dollars (US \$5), the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademarks and the good will associated therewith, including all applications based in whole or in part upon the Trademarks, and every priority right that is or may be predicated upon or arise from the Trademarks, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

Assignor hereby grants to Assignee a specific power of attorney and authority to act on behalf of and in the name of Assignor to execute all documents and to perform all acts that are necessary to perfect and record the assignment of the Trademarks.

Assignee hereby agrees to the foregoing assignment, transfer and conveyance.


IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

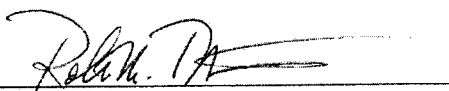
FIRST MANHATTAN CONSULTING  
GROUP, LLC

FMCG HOLDINGS, LLC

By: FIRST MANHATTAN CONSULTING  
GROUP, INC., its Manager

By: JMC & RMT, LLC, its Manager

By:   
Name: Robert M. Tetenbaum  
Title: EVP

By:   
Name: Robert M. Tetenbaum  
Title: Manager

**SCHEDULE A**

**TRADEMARKS**

Financial Personalities

Financial Personality

Consumer Financial Insights

Power Questions

Household Deposits Score

Net Assets Score

Investable Assets Score

Mortgage Refinance Score

Investment Balances Score