

03-16-1999



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3-8-99

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger Effective Date
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK

REEL: 1867 FRAME: 0568

03/10/1999 10:00:00 AM 0000087 2202508

01 FC:461
02 FC:462

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	2,202,508	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	2,194,258	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	2,127,227	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved. #

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

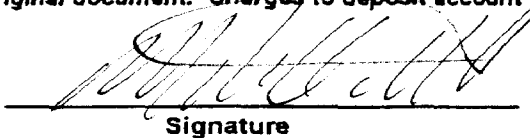
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)
Deposit Account Number: #

Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Mark A. Wright
Name of Person Signing


Signature

3/4/99
Date Signed

ASSIGNMENT

WHEREAS, Greenfield Online, Inc., a Connecticut corporation of 274 Riverside Avenue, Westport, Connecticut 06880 (hereinafter the "Assignor"), warrants that it is the sole and exclusive owner of the entire right, title, interest, and goodwill of certain service marks identified in Schedule A attached hereto (the "Marks") and the federal registrations issued by the United States Patent and Trademark Office identified in Schedule B attached hereto (hereinafter the "Registrations"); and

WHEREAS, Greenfield Consulting Group, Inc., a Connecticut corporation of 274 Riverside Avenue, Westport, Connecticut 06880 (hereinafter the "Assignee"), is desirous of acquiring all of Assignor's right, title, interest in and to said Marks and Registrations, together with the goodwill of the business symbolized by the Marks and Registrations.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee, its successors and assigns, all right, title, and interest throughout the United States, its territories and all foreign countries in and to the Marks identified in Schedule A and Registrations identified in Schedule B hereto; together with the goodwill of the business symbolized by said Marks and Registrations, and all rights of action and recovery for past infringement thereof for the full term and all subsequent terms for which such registration shall remain in force as fully and entirely as the same would have been held and enjoyed by the Assignor had this assignment not been made. This assignment is made free and clear of any liens and encumbrances.

Signed this 18 day of February, 1999.

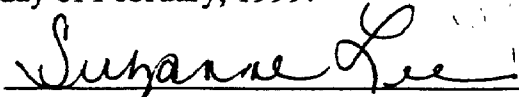
Assignor
Greenfield Online, Inc.

by: 
Rudy Nadilo, President

STATE OF CONNECTICUT

COUNTY OF Fairfield

Subscribed and sworn to before me this 18 day of February, 1999.


Notary Public
My Commission Expires:
SEAL

SUZANNE LEE
NOTARY PUBLIC
My Commission Expires Mar. 31, 2000

SCHEDULE A

To Assignment dated February 18, 1999 between Greenfield Online, Inc., a Connecticut corporation, of 274 Riverside Avenue, Westport, Connecticut 06880, the assignor, and Greenfield Consulting Group, Inc., a Connecticut corporation, of 274 Riverside Avenue, Westport, Connecticut 06880, the assignee.

NAVIGATIONAL ERGONOMICS



SiteInsight

SCHEDULE B

To Assignment dated February 18, 1999 between Greenfield Online, Inc., a Connecticut corporation, of 274 Riverside Avenue, Westport, Connecticut 06880, the assignor, and Greenfield Consulting Group, Inc., a Connecticut corporation, of 274 Riverside Avenue, Westport, Connecticut 06880, the assignee.

<u>Registration No.</u>	<u>Mark</u>	<u>Date Issued</u>
2,202,508	NAVIGATIONAL ERGONOMICS	11/10/1998
2,194,258	SITEINSIGHT (with Design)	10/6/1998
2,127,227	SITEINSIGHT (Stylized Letters)	1/6/1998