

02-28-2000



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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 Change of Name
- Other _____

Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name Greenfield Online, Inc.

Execution Date
Month Day Year
9 28 99

Formerly _____

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

Receiving Party

Mark if additional names of receiving parties attached

Name Greenfield Consulting Group, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 274 Riverside Avenue

Address (line 2) _____

Address (line 3) Westport
City

Connecticut
State/Country

06830
Zip Code

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

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.)

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40.00 DP

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: 002026 FRAME: 0460

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)

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.)

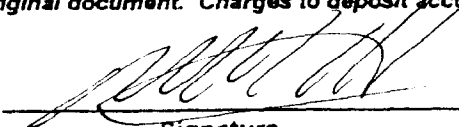
Deposit Account Number: #

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, Esquire



January 24, 2000

Name of Person Signing

Signature

Date Signed

ASSIGNMENT

WHEREAS, GREENFIELD ONLINE, INC., a Connecticut corporation, having its principal place of business at 274 Riverside Avenue, Westport, Connecticut 06880, ("ASSIGNOR"), is the owner of the GREENFIELD ONLINE service mark (the "Mark") and goodwill of the business symbolized by the Mark as well as the following Application for Registration pending in the United States Patent and Trademark Office (the "Application"):

<u>Application</u>	<u>Application Serial No.</u>	<u>Filed</u>
GREENFIELD ONLINE	75-694,707	May 3, 1999

WHEREAS, GREENFIELD CONSULTING GROUP, INC., a Connecticut corporation, with a principal place of business at 274 Riverside Avenue, Westport, Connecticut 06880 ("ASSIGNEE"), is desirous of acquiring all of ASSIGNOR's right, title and interest in and to said Mark and Application, together with the goodwill of the business symbolized by the Mark.

NOW, THEREFORE, for \$10.00 and for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto Assignee all ASSIGNOR's right, title and interest in and to the Mark and the above-referenced Application, together with the goodwill of the business symbolized by said Mark and said Application free and clear of any liens and encumbrances. The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to the ASSIGNEE, GREENFIELD CONSULTING GROUP, INC.

Effective as of 9/28/99, 1999.

ASSIGNOR:

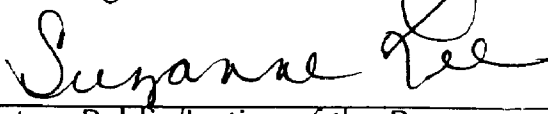
GREENFIELD ONLINE, INC.

By: 

Rudy Nadilo, President & C.E.O.

STATE OF CONNECTICUT
COUNTY OF FAIRFIELD

On this 28th day of September, 1999, before me personally appeared Rudy Nadilo, known to me or proven to be the President of Greenfield Online, Inc., who executed the foregoing Assignment and acknowledged that he executed said Assignment as his free act.


Notary Public/Justice of the Peace

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