

03/17/00

FORM PTO-1618A  
Expires 06/30/99

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

04-18-2000



03-17-2000



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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  
3 19 99

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name Greenfield Consulting Group, Inc.

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Connecticut/USA

Receiving Party

Mark if additional names of receiving parties attached

Name Greenfield Online, Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 15 River Road, Suite 310

Address (line 2) \_\_\_\_\_

Address (line 3) Wilton

City

CT

State/Country

06897

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.)

04/17/2000 CDATES 00000109 75255969

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01 FC:481

40.00 DF

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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: 002054 FRAME: 0955

**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" value="75-255,969"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<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

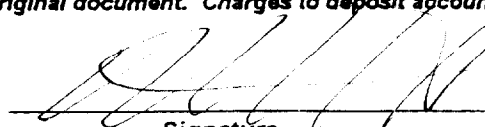
No

**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, Esquire

Name of Person Signing



Signature

March 15, 2000

Date Signed

03-25-1999



100994082

03 11 07

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

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

3-23-99

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New

Resubmission (Non-Recordation)  
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Security Agreement  Nunc Pro Tunc Assignment  
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Merger

Change of Name

Other \_\_\_\_\_

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Month Day Year  
3/19/99

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Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Connecticut/USA

Receiving Party

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Name Greenfield Online, Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 274 Riverside Avenue

Address (line 2) \_\_\_\_\_

Address (line 3) Westport

City

CT

State/Country

06880

Zip Code

Individual  General Partnership  Limited Partnership  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.)

Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Connecticut/USA

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03/25/1999 DNG/EN 00000047 75225969

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Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 002054 FRAME: 0957

**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)

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Registration Number(s)

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Fee Amount for Properties Listed (37 CFR 3.41):

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Method of Payment:

Enclosed

Deposit Account

Deposit Account

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Deposit Account Number:

#

Authorization to charge additional fees:

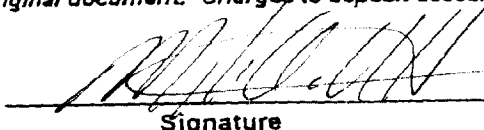
Yes

No

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Mark A. Wright, Esquire  
Name of Person Signing



Signature

March 19 1999

Date Signed

## ASSIGNMENT

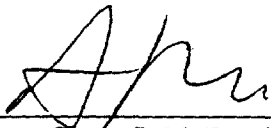
WHEREAS, Greenfield Consulting Group, Inc., a Connecticut corporation with an address of 274 Riverside Avenue, Westport, Connecticut 06880 (hereinafter the "Assignor"), warrants that it is the sole and exclusive owner of the entire right, title, interest, and goodwill in the FIELDSOURCE service mark identified in Schedule A attached hereto (the "Mark") and the federal application pending with the United States Patent and Trademark Office identified in Schedule A (hereinafter the "Application"); and

WHEREAS, Greenfield Online, Inc., a Connecticut corporation with an address 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 Mark and Application, together with the goodwill of the business symbolized by the Mark and Application.

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 Mark and Application identified in Schedule A hereto; together with the goodwill of the business symbolized by said Mark and Application, and all rights of action and recovery for past infringement thereof for the full term and all subsequent terms of any registration 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.

**Assignor**  
Greenfield Consulting Group, Inc.

Dated: 3/19/, 1999

By:   
Andrew Greenfield, President

SCHEDULE A

To Assignment dated March 19, 1999 between Greenfield Consulting Group, Inc., a Connecticut corporation, with an address of 274 Riverside Avenue, Westport, Connecticut 06880, the Assignor, and Greenfield Online, Inc., a Connecticut corporation, with an address of 274 Riverside Avenue, Westport, Connecticut 06880, the Assignee.

Mark

FIELDSOURCE

Federal Application

<u>Serial No.</u>	<u>Mark</u>	<u>Date Filed</u>
75-225,969	FIELDSOURCE	03/12/97

## ASSIGNMENT

WHEREAS, Greenfield Consulting Group, Inc., a Connecticut corporation with an address 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 in the FIELDSOURCE service mark identified in Schedule A attached hereto (the "Mark") and the federal application pending with the United States Patent and Trademark Office identified in Schedule A (hereinafter the "Application"); and

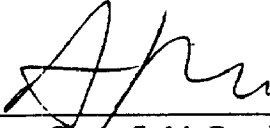
WHEREAS, Greenfield Online, Inc., a Connecticut corporation with an address of 274 Riverside Avenue, Westport, Connecticut 06880 (hereinafter the "Assignee"), is desirous of acquiring all of Assignor's right, title, interest in and to said Mark and Application, together with the goodwill of the business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

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 Mark and Application identified in Schedule A hereto; together with the goodwill of the business symbolized by said Mark and Application, and all rights of action and recovery for past infringement thereof for the full term and all subsequent terms of any registration 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.

**Assignor**

Greenfield Consulting Group, Inc.

Dated: 3/19/, 1999

By:   
Andrew Greenfield, President

SCHEDULE A

To Assignment dated March 19, 1999 between Greenfield Consulting Group, Inc., a Connecticut corporation, with an address of 274 Riverside Avenue, Westport, Connecticut 06880, the Assignor, and Greenfield Online, Inc., a Connecticut corporation, with an address of 274 Riverside Avenue, Westport, Connecticut 06880, the Assignee.

Mark

FIELDSOURCE

Federal Application

Serial No.

Mark

Date Filed

75-255,969

FIELDSOURCE

03/12/97





**UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office**

ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

JUNE 07, 1999

PTAS

MCLANE, GRAF, RAULERSON ET AL.  
MARK A. WRIGHT, ESQ.  
900 ELM STREET  
P.O. BOX 326  
MANCHESTER, NH 03105-0326



\*100994082A\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 03/23/1999

REEL/FRAME: 1873/0867  
NUMBER OF PAGES: 4

BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

ASSIGNOR:

GREENFIELD CONSULTING GROUP, INC.

DOC DATE: 03/19/1999  
CITIZENSHIP: CONNECTICUT  
ENTITY: CORPORATION

ASSIGNEE:

GREENFIELD ONLINE, INC.  
274 RIVERSIDE AVENUE  
WESTPORT, CONNECTICUT 06880

CITIZENSHIP: CONNECTICUT  
ENTITY: CORPORATION

APPLICATION NUMBER: 75225969  
REGISTRATION NUMBER: 2103624

FILING DATE: 01/15/1997  
ISSUE DATE: 10/07/1997

MARK: RB

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

**TRADEMARK  
REEL: 002054 FRAME: 0963**

JEEVON JONES, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS