

05-07-2001



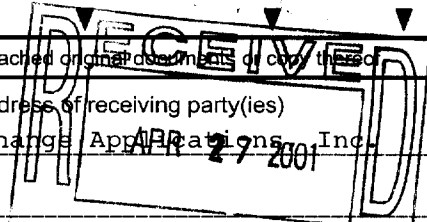
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TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)  
Tab settings ⇌ ⇌ ⇌

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.



1. Name of conveying party(ies):  
Customer Analytics, Inc.

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: Exchange Applications, Inc.

Internal Address: \_\_\_\_\_  
Address: \_\_\_\_\_  
One Lincoln Plaza  
Street Address: 89 South Street  
City: Boston State: MA Zip: 02111

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Delaware
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance: 4-97-01  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_  
Execution Date: April 24, 2001

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)  
75/746,528  
75/654,540  
75/654,586

B. Trademark Registration No.(s)

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Emilia F. Cannella, Esq.

Internal Address: Bingham Dana LLP

Street Address: 150 Federal Street

City: Boston State: MA Zip: 02110

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Emilia F. Cannella

Name of Person Signing

Signature

April 25, 2001

Date

Total number of pages including cover sheet, attachments, and document: 2

05/04/2001 DBYRNE 00000114 75746528

01 FC:481  
02 FC:482

40.00 DP  
50.00 DP

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 002288 FRAME: 0502

# Trademark Assignment

**WHEREAS**, Customer Analytics, Inc., a Delaware corporation, with its principal place of business at One Van De Graff Street, Burlington, Massachusetts 01803 ("Assignor"), has adopted, owns, and is using the following trademarks ("Marks") for which Assignor has applied to register on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services described therein:

<u>Trademark</u>	<u>Serial No.</u>	<u>Application Date</u>
ERM CENTRAL	75/746,528	July 9, 1999
Miscellaneous Design	75/654,586	March 5, 1999
CUSTOMER ANALYTICS	75/654,540	March 5, 1999

and;

**WHEREAS**, Exchange Applications, Inc. d/b/a Xchange, Inc., a Delaware corporation, with a principal place of business at One Lincoln Plaza, 89 South Street, Boston, Massachusetts 02111 ("Assignee"), desires to acquire the Marks and the above-referenced registration applications therefor;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign, sell and transfer unto the Assignee all right, title and interest in and to the Marks, together with (i) the registrations of and registration applications for the Marks, (ii) the goodwill of the business symbolized by and associated with the Marks and the registrations thereof, and (iii) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the registrations thereof or such associated goodwill.

CUSTOMER ANALYTICS, INC.

By: 

Name: George Abatjoglov

Title: CFO

Dated effective as of: April 9, 2001

SUBSCRIBED and SWORN to before

me this 9<sup>th</sup> day of April, 2001

  
Notary Public

My Commission Expires: 5/19/06

BUSDOCS:955008.1

RECORDED: 04/27/2001

TRADEMARK  
REEL: 002288 FRAME: 0503