

9-27-01

10-30-2001



101889897

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)

- 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

10/29/2001 6TOM11 00000169 501715 74512280

FOR OFFICE USE ONLY

01 FC:481 40.00 CH
02 FC:482 75.00 CH

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

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="74/512,220"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,943,330"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="75/566,299"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="75/566,280"/>	<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.

Rona West Cross, Esq.

Name of Person Signing

Signature

9/24/01

Date Signed

TRADEMARK ASSIGNMENT

October 1, 1999

This TRADEMARK ASSIGNMENT, dated as of October 1, 1999, is made and entered into by and between ZD Inc., a Delaware corporation ("Assignor"), in favor of Harte-Hanks Market Intelligence, Inc., a California corporation ("Assignee").

Assignor is the owner of the trademark registrations and applications listed on the attached Schedule A hereto (collectively, the "Trademarks"), and the goodwill of the business symbolized thereby; and

Assignor, Harte-Hanks, Inc. ("Buyer"), Ziff-Davis Inc. and ZD Holdings (Europe) Ltd. have entered into a Purchase Agreement dated as of August 30, 1999, as amended October 1, 1999 (the "Agreement"), pursuant to which Assignor agreed to assign all its rights, title and interest in and to the Trademarks to Buyer. Subsequently, Buyer assigned all of its rights under the Agreement to Assignee, its wholly-owned subsidiary.

Accordingly, it is agreed as follows:

1. Assignor hereby confirms sells, assigns and transfers, effective even date herewith, to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business, or portion thereof to which the Trademarks pertain, symbolized thereby and the right to sue for past infringement thereof.

2. Assignor hereby requests and authorizes the Commissioner of Patents and Trademarks of the United States of America, whose duty it is to issue trademark registrations, to issue the Certificate of Registration, Renewal or Assignment, for any registration, or registration resulting from any application, listed on the attached Schedule A, to Assignee, or its successors, and assigns, in accordance with the terms of this instrument. Assignor hereby requests and authorizes any other official throughout the world whose duty it is to register and record ownership of trademarks to record Assignee, or its successors and assigns, as the assignee and owner of the right, title and interest assigned under this Assignment. Assignor agrees to execute and deliver at a future date, upon Assignee's reasonable request, any further documents that Assignee reasonably determines may be necessary and desirable to perfect Assignee's ownership of any rights in the Trademarks.

3. This Trademark Assignment is an instrument of transfer contemplated by, and is executed pursuant to, the Agreement and nothing contained herein shall be deemed to modify any of the provisions of the Agreement or any rights or obligations of the parties under the Agreement.

Dated as of the 1st day of October, 1999.

ZD INC.

By: 

Timothy C. O'Brien,
Chief Financial Officer

STATE OF NEW YORK)
) SS.:
 COUNTY OF NEW YORK)

On this October 1, 1999, before me, a Notary Public, personally appeared Timothy C. O'Brien, to me known and known to me to be the Chief Financial Officer of ZD Inc., signed the foregoing TRADEMARK ASSIGNMENT from ZD Inc. to Harte-Hanks Market Intelligence, Inc., dated as of October 1, 1999, and he acknowledged the same to be his free act and deed.

Eugene HCM

Notary Public

EUGENE HCM
 Notary Public, State of New York
 No. 01404929038
 Qualified in Queens County
 Certificate Filed in New York County
 Commission Expires June 25, 2000

SCHEDULE A

U.S. TRADEMARKS Assigned from ZD Inc. to Harte Hanks Market Intelligence, Inc.

Pending Applications

<u>MARK</u>	<u>Class(es)</u>	<u>App. No.:</u>	<u>Filed</u>
SCORE VIEW	9	74/512220	4/6/1994
TECHNOLOGY USER PROFILE	16, 42	75/480597	5/6/1998
TECHNOLOGY USER PROFILE	35	75/480619	5/6/1998
LEAD MACHINE	9	75/566299	10/6/1998
THE LEAD MACHINE	9	75/566280	10/6/1998

Registrations

<u>MARK</u>	<u>Class(es)</u>	<u>Reg. No.:</u>	<u>Registered</u>
COMPUTER INTELLIGENCE	9	1943330	12/26/1995