

01-23-2002



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

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

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

1. Name of conveying party(ies):

PricewaterhouseCoopers LLP

1-10-07

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other limited liability partnership

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

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other _____

Execution Date: October 15, 2001

2. Name and address of receiving party(ies)

Name: Retail Forward, Inc.

Internal

Address: _____

Street Address: 700 Ackerman Road, Suite 600

City: Columbus State: OH Zip: 43202

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Ohio
- 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,443,134; 1,289,579

Additional number(s) attached Yes No

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

Name: Michael J. Nieberding, Esq.

Internal Address: _____

Street Address: Thompson Hine LLP
2000 Courthouse Plaza NE
10 W. Second St.

City: Dayton State: OH Zip: 45402

6. Total number of applications and registrations involved: _____

2

7. Total fee (37 CFR 3.41).....\$ 65.00

- 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.

Michael J. Nieberding
Name of Person Signing

Signature

10/25/2001
Date

Total number of pages including cover sheet, attachments, and document: 6

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

01/22/2002 TDIAZI 00000050 2443134

01 FC:481
02 FC:482

40.00 OP
25.00 OP

TRADEMARK
REEL: 002428 FRAME: 0966

TRADEMARK AND SERVICE MARK ASSIGNMENT

THIS TRADEMARK AND SERVICE MARK ASSIGNMENT

(“ASSIGNMENT”) is made and entered into as of this 15th day of October, 2001, by and between PricewaterhouseCoopers LLP, a Delaware registered limited liability partnership, having its place of business at 1301 Avenue of the Americas, New York, New York, 10019 (hereinafter “Assignor”), and Retail Forward, Inc., an Ohio corporation, having its place of business at 700 Ackerman Road, Suite 600, Columbus, Ohio 43202 (hereinafter “Assignee”).

WHEREAS, Assignor owns, has adopted, has used, and is using the marks identified on Schedule A attached hereto (the “Marks”); and

WHEREAS, Assignee desires to acquire the Marks, and the registrations and applications for registration therefor, from Assignor, together with all goodwill associated therewith, and all common law rights therein.

NOW, THEREFORE, in consideration of the mutual covenants and obligations contained herein and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer to Assignee all of its right, title, and interest, in and to said Marks, all applications and registrations therefor, including, but not limited to, those registrations and applications for registration of the Marks set forth in the attached Schedule A, together with any and all of the goodwill of the business symbolized by and associated with said Marks.

Dated this 5th day of October, 2001

PricewaterhouseCoopers LLP

Retail Forward, Inc.

By: Robert R. Glatz
Name: Robert R. Glatz
Title: Partner

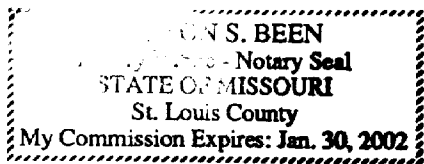
By: Thomas I. Kubel
Name: THOMAS IAN KUBEL
Title: PRESIDENT

State of Missouri)
City of St. Louis) SS

On this 15th day of October, 2001, before me, a Notary Public in and for the City of St. Louis in the State of Missouri, personally appeared Robert R. Glatz, to me known to be a Partner of PricewaterhouseCoopers LLP and being duly sworn, averred that, being duly authorized, he executed the foregoing Assignment as the free act and deed of said corporation.

Mignon S. Been
Notary Public

My Commission Expires:



State of Ohio

County of Franklin

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) SS
)

On this 15th day of October, 2001, before me, a Notary Public in and for the County of Franklin in the State of Ohio, personally appeared Thomas Rubel, to me known to be the President of Retail Forward, Inc. and being duly sworn, averred that, being duly authorized, he executed the foregoing Assignment as the free act and deed of said corporation.

Jerry VandeWerken
Notary Public

My commission expires:



Jerry VandeWerken
Attorney at Law
Notary Public, State of Ohio
My Commission Has No Expiration
Section 147.03 R.C.

Schedule A

U.S. Trademark Registration

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Serial No.</u>	<u>Filing Date</u>
Global Retail Intelligenser	2,443,134	4-10-01	75563926	10-02-1998

U.S. Service Mark Registration

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Serial No.</u>	<u>Filing Date</u>
Quick Facts	1289579	8-07-84	73425349	5-11-83