

SCHEDULE "A"

Mark	Reg. No.
Site Insight	2,127,227
Site Insight (and design)	2,194,258
Navigational Ergonomics	2,202,508
Dragon	2,271,344
Greenfield	2,286,932
WETI	2,324,537
Greenfield Online	2,403,562
E-Cominsight	2,411,834
A Guiding Intelligence for the Interactive World	2,417,137
SiteRx	2,418,893
BrandPrint	2,419,873
Greenfield Consulting Group	2,429,258
Digital Idea (old design)	2,440,122
DialScore	2,460,536
Insights into Markets in Motion	2,469,139
Greenfield Knowledge on Demand	2,475,232
Digital Idea	2,491,271

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, effective as of May 2, 2002, from Greenfield Consulting Group, LLC, a Delaware limited liability company with offices at 274 Riverside Avenue, Westport, Connecticut 06880 ("Assignor") to Millward Brown, Inc., a Delaware corporation with offices at 635 East Diehl Road, Naperville, Illinois 60563 ("Assignee").

WHEREAS, Assignor has adopted and is using the trademarks listed on Exhibit A hereto and is the owner of all right, title and interest in said marks and said registrations and applications thereof, and Assignor desires to assign said marks and said registrations and applications to Assignee, and Assignee desires to acquire said marks together with the goodwill of the business symbolized thereby and said registrations and applications thereof;

NOW, THEREFORE, for ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee all right, title and interest in and to the marks listed on Exhibit A hereto, together with the goodwill of the business symbolized thereby, all registrations and applications to register said marks, and the right to sue and collect damages for any past infringement of said marks.


GREENFIELD CONSULTING GROUP, LLC,
by its manager, The Greenfield Companies, Inc.,
by its Chairman, Andrew S. Greenfield



Andrew S. Greenfield

STATE OF NEW YORK)
) ss:
COUNTY OF NEW YORK)

On this 21st day of May, 2002, before me appeared Andrew S. Greenfield, who acknowledged himself to be the Chairman of The Greenfield Companies, Inc., a corporation that is the manager of Greenfield Consulting Group, LLC, a limited liability company, and that he, being authorized to do so, executed the foregoing instrument for the purposes therein contained.



Notary Public
My commission expires: 7/18/02

JOANNE B. L. ARNOLD
Notary Public, State of New York
No. 01AR5030551
Qualified in Suffolk County
Commission Expires July 18, 2002

Exhibit A

Country	Mark	Reg./Ser. #
Australia	Greenfield	831,812
Brazil	Greenfield	823.384.020
China	Greenfield	2001/0004937
E.C.	Greenfield	1,433,960
E.C.	Digital Idea	1,433,473
Hong Kong	Greenfield	2000/27035
Japan	Greenfield	4,491,045
Mexico	Greenfield	422,368
U.S.	A Guiding Intelligence for the Interactive World	2,417,137
U.S.	Banner Insight	75/519,206
U.S.	Beta Insight	75/519,207
U.S.	BrandPrint	2,419,873
U.S.	DialScore	2,460,536
U.S.	Digital Idea	2,491,271
U.S.	Digital Idea (old design)	2,440,122
U.S.	Dragon	2,271,344
U.S.	E-Cominsight	2,411,834
U.S.	Greenfield	2,286,932
U.S.	Greenfield Consulting Group	2,429,258
U.S.	Greenfield Knowledge on Demand	2,475,232
U.S.	Greenfield Online	2,403,562
U.S.	Idea Station	75/776,032
U.S.	Insights into Markets in Motion	2,469,139
U.S.	Navigational Ergonomics	2,202,508
U.S.	Site Insight	2,127,227
U.S.	Site Insight (and design)	2,194,258
U.S.	SiteRx	2,418,893

U.S.	WETI	2,324,537
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