

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cox Acquisition Corp.		09/24/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Sensitech Inc.
Street Address:	800 Cummings Center
City:	Beverly
State/Country:	MASSACHUSETTS
Postal Code:	01915
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10		
Property Type	Number	Word Mark
Registration Number:	2287572	ALWAYS WORKING FOR YOU
Registration Number:	2563979	CHECKPOINT
Registration Number:	1971329	COX TRACER
Registration Number:	2579094	CREATING FRESH SOLUTIONS
Registration Number:	2387675	DATASOURCE
Registration Number:	2453496	FRESHTAG
Registration Number:	2462927	REALTIMEALERT
Registration Number:	2253271	TEMPLIST
Registration Number:	2315475	THE SIGN OF FRESHNESS
Registration Number:	2308489	WE CAN DO THAT!

CORRESPONDENCE DATA	
Fax Number:	(860)275-0343
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	860-275-0589
Email:	ptomail@dbh.com

CH \$265.00 2287572

Correspondent Name: Barb Villandry, Paralegal
Address Line 1: CityPlace 1
Address Line 4: Hartford, CONNECTICUT 06103-3499

ATTORNEY DOCKET NUMBER:

330402-00129

NAME OF SUBMITTER:

Barb Villandry, Paralegal

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, entered into as of the 24th day of September, 2004, by and between Cox Acquisition Corp., a Delaware corporation, residing at 800 Cummings Center, Beverly, Massachusetts 01915 (the "Assignor") and Sensitech Inc., a Delaware corporation, residing at 800 Cummings Center, Beverly, Massachusetts 01915 (the "Assignee").

WHEREAS, the Assignor has adopted, used and is using, and is the sole owner of the marks set forth on Schedule 1 hereof (the "Marks"); and

WHEREAS, Assignee desires to obtain all rights in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all of its legal and equitable right, title, and interest in and to the Marks, all registrations and applications for registrations of the Marks, together with the goodwill of the business symbolized by the Marks, and together with all of Assignor's right to sue and recover for past and future infringements of the Mark (collectively, the "Assigned Property"), free and clear of all liens, claims, charges, security interests, and other interests or encumbrances, the same to have and to hold by Assignee as fully and entirely as the same would have been held by Assignor had this assignment not been made.


Assignor hereby agrees as to all Assigned Property to assist the Assignee in every proper way (but at the Assignee's expense) to obtain and from time to time enforce trademarks and other rights and protections relating to the Assigned Property in any and all countries, and to that end Assignor will execute all documents for use in applying for and obtaining such trademarks and other rights and protections and enforcing the same, as Assignee may desire, together with any assignments thereof to Assignee or persons designated by it. In the event Assignee is unable, after reasonable effort, to secure Assignor's signature(s) on any document or documents needed to apply for or prosecute any trademark, or other right or protection relating to any Assigned Property, for any reason whatsoever, Assignor hereby irrevocably designates and appoints Assignee and its duly authorized officers and agents as Assignor's agent and attorney-

in-fact to act for and on Assignor's behalf to execute and file any such application or applications and to do all other lawfully permitted acts to further the prosecution of any trademarks, or similar protections thereon with the same legal force and effect as if executed by Assignor.

In the case of applications for registration, the Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to Assignee.

IN WITNESS WHEREOF, this Assignment has been duly executed, sealed and delivered by an authorized officer of the Assignor as of September 24, 2004.

COX ACQUISITION CORP.

By: 

Name: Michael D. Hurton

Title: Vice President

SCHEDULE 1
TO
TRADEMARK ASSIGNMENT

MARKS REGISTERED AT THE U.S. PATENT AND TRADEMARK OFFICE

MARK	REGISTRATION NUMBER
ALWAYS WORKING FOR YOU	2,287,572
CHECKPOINT	2,563,979
COX TRACER	1,971,329
CREATING FRESH SOLUTIONS	2,579,094
DATASOURCE	2,387,675
FRESHTAG	2,453,496
REALTIMEALERT	2,462,927
TEMPLIST	2,253,271
THE SIGN OF FRESHNESS	2,315,475
WE CAN DO THAT!	2,308,489