

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vividence Corporation		05/10/2005	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Keynote Systems, Inc.		
Street Address:	777 Mariners Island Blvd.		
City:	San Mateo		
State/Country:	CALIFORNIA		
Postal Code:	94404		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	78287095	CE RANKINGS	
Registration Number:	2849954	CUSTOMER EXPERIENCE RANKINGS	
Registration Number:	2503133	CUSTOMERSCOPE	
Registration Number:	2556903		
CORRESPONDENCE DATA			
Fax Number:	(415)772-6268		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	kmoore@hewm.com		
Correspondent Name:	Beth M. Goldman		
Address Line 1:	Heller Ehrman LLP		
Address Line 2:	333 Bush Street		
Address Line 4:	San Francisco, CALIFORNIA 94104-2878		
NAME OF SUBMITTER:	Beth M. Goldman		
Signature:	/Beth M. Goldman/		

OP \$115.00 78287095

Date:

05/10/2005

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), made this 10 of May, 2005, by **Vividence Corporation**, a California corporation ("Assignor"), in favor of **Keynote Systems, Inc.**, a Delaware corporation ("Assignee").

WITNESSETH:

WHEREAS, Assignor owns all right, title and interest in and to the following United States trademarks, the applications and registrations therefor (the "Assigned Trademarks"), and the goodwill associated therewith:

Mark	U.S. Application or Registration No.	U.S. Application or Registration Date
CE RANKINGS	78/287095	8/13/03
CUSTOMER EXPERIENCE RANKINGS	2849954	6/1/04
CUSTOMERSCOPE	2503133	10/30/01
(Quotes & Pie-Chart Design) 	2556903	4/2/02

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Assigned Trademarks, and the goodwill associated therewith:


NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor makes the following assignment and agrees as follows:

1. Assignment. Assignor hereby assigns to Assignee all right, title and interest in and to the Assigned Trademarks, together with the goodwill of the business associated therewith, including, without limitation, the right to sue for and collect damages for past, present, and future infringements or other violations of the same.

2. Further Assurances. Assignor agrees to execute and deliver all necessary or desirable documents, forms, or other materials to record the transfer effected by this Assignment.

IN WITNESS WHEREOF, this Assignment is executed by the undersigned duly authorized representative as of the year and date first set forth above.

VIVIDENCE CORPORATION

By: 
Name: Peter Maloney
Title: President

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