

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Dohring Company		10/18/2004	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Greenfield Online, Inc.		
<b>Street Address:</b>	21 River Road		
<b>Internal Address:</b>	Suite 2000		
<b>City:</b>	Wilton		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06897		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76441566	OPINIONSURVEY	
<b>Registration Number:</b>	2600415	OPINIONSURVEYS.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(206)623-7022		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	206 623 7580		
<b>Email:</b>	trademarks@prestongates.com		
<b>Correspondent Name:</b>	Jessica Stone Levy		
<b>Address Line 1:</b>	925 Fourth Avenue		
<b>Address Line 2:</b>	Suite 2900		
<b>Address Line 4:</b>	Seattle, WASHINGTON 98104		
<b>NAME OF SUBMITTER:</b>	Jessica Stone Levy		
<b>Signature:</b>	/Jessica Stone Levy/		

OP \$65.00 76441566

Date:

05/11/2005

Total Attachments: 2

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EXHIBIT 2.5(a)

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (this "Assignment of Trademarks") is delivered pursuant to that certain Asset Purchase Agreement dated as of August 18, 2004 (the "Asset Purchase Agreement") by and among GREENFIELD ONLINE, INC., a Delaware corporation ("Assignee"), THE DOHRING COMPANY, a California corporation ("Assignor"), and, solely for purposes of Section 9.7 of the Asset Purchase Agreement, Doug C. Dohring. All capitalized terms used but not otherwise defined herein shall have meanings set forth in the Asset Purchase Agreement.

Assignor (a) has adopted and used and is using the mark "OpinionSurveys.com" for which Assignor has obtained a registration in the United States Patent and Trademark Office, Registration No. 2600415, registered July 30, 2002; and (b) holds the rights to an application for registration of "OpinionSurvey," for which Assignor has filed a registration for trademark in the United States Patent and Trademark Office, Serial No. 76441566, filed August 14, 2002 (together, the "Trademarks");

Under the Asset Purchase Agreement, Assignee agreed to sell to Assignor and Assignor agreed to acquire from Assignee the Transferred Assets, including, but not limited to, the Trademarks;

NOW, THEREFORE, pursuant to 15 U.S.C. 1060, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby transfer and assign to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the above identified registration and filing thereof.

DATED this 18th day of October, 2004.

(18)

THE DOHRING COMPANY

By Doug C. Dohring  
Doug C. Dohring (name)  
President (title)

STATE OF CALIFORNIA )  
: ss.  
COUNTY OF Los Angeles

Doug Carl

I certify that I know or have satisfactory evidence that Dohring is the person who appeared before me, and said person acknowledged that he signed this instrument, on oath stated

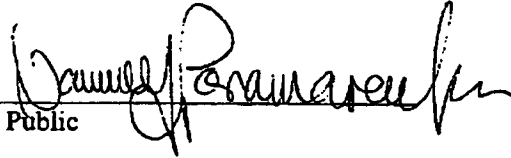


that he was authorized to execute the instrument, and acknowledged it as the President of The Dohring Company to be the free and voluntary act of such party for the uses and purposes mentioned in the instrument.

Dated this 18<sup>th</sup> day of October, 2004.

(18)

Notary Public



My Appointment Expires: 05-02-2007

