

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Harte-Hanks Data Technologies LLC		12/31/2003	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Harte-Hanks Data Technologies, Inc.
Street Address:	200 Concord Plaza Drive
Internal Address:	Suite 800
City:	San Antonio
State/Country:	TEXAS
Postal Code:	78216
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	78646096	ADQ DIRECT
Serial Number:	78469506	TS DISCOVERY
Serial Number:	78469508	TS QUALITY
Registration Number:	3172720	ADVANCED DATA QUALITY
Registration Number:	2550481	ALLINK
Registration Number:	2518091	ALLINK
Registration Number:	1713307	P/CIS
Registration Number:	2671358	TRILLIUM SOFTWARE
Registration Number:	1903431	TRILLIUM SOFTWARE SYSTEM

CORRESPONDENCE DATA

Fax Number: (617)742-2355
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

CH \$240.00 78646096

Phone: 617.742.4200
Email: trademark@riw.com
Correspondent Name: Stacey C. Friends
Address Line 1: 100 North Washington Street
Address Line 4: Boston, MASSACHUSETTS 02114

ATTORNEY DOCKET NUMBER:	8321-87
NAME OF SUBMITTER:	Stacey C. Friends
Signature:	/Stacey C. Friends/
Date:	06/13/2007

Total Attachments: 7

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Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE LIMITED LIABILITY COMPANY UNDER THE NAME OF "HARTE-HANKS DATA TECHNOLOGIES LLC" TO A DELAWARE CORPORATION, CHANGING ITS NAME FROM "HARTE-HANKS DATA TECHNOLOGIES LLC" TO "HARTE-HANKS DATA TECHNOLOGIES, INC.", FILED IN THIS OFFICE ON THE TWENTY-THIRD DAY OF DECEMBER, A.D. 2003, AT 6:33 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2003.

3150702 8100V

070664192



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5723843

DATE: 06-01-07

TRADEMARK
REEL: 003560 FRAME: 0229

CERTIFICATE OF CONVERSION**OF****HARTE-HANKS DATA TECHNOLOGIES LLC**
(a Delaware limited liability company)**TO****HARTE-HANKS DATA TECHNOLOGIES, INC.**
(a Delaware corporation)

Harte-Hanks Data Technologies LLC, a Delaware limited liability company (the "Company"), does hereby certify that:

1. Harte-Hanks Data Technologies LLC (the name of the Company immediately prior to conversion) is a limited liability company formed under the under the Limited Liability Company Act of the State of Delaware (the "DLLCA").
2. The Company was originally formed in the State of Delaware by filing a Certificate of Formation with the Secretary of State of the State of Delaware on December 28, 1999.
3. The conversion of the Company into Harte-Hanks Data Technologies, Inc. has been approved by the Company's sole member in accordance with Section 18-216 of the DLLCA (the "Conversion").
4. A Certificate of Incorporation for Harte-Hanks Data Technologies, Inc. conforming to the Delaware General Corporation Law (the "DGCL") and pursuant to subsection (b) of Section 265 of the DGCL, is being filed concurrently with this Certificate of Conversion, which sets forth the name of the corporation into which the limited liability company will be converted as Harte-Hanks Data Technologies, Inc.
5. The Conversion will be effective at the close of business on December 31, 2003.

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TRADEMARK
REEL: 003560 FRAME: 0230

HARTE-HANKS DATA TECHNOLOGIES LLC

By: /s/ Dean H. Blythe
Dean H. Blythe
Authorized Person

001736.00001:815693.02

Delaware

PAGE 2

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF INCORPORATION OF "HARTE-HANKS DATA TECHNOLOGIES, INC." FILED IN THIS OFFICE ON THE TWENTY-THIRD DAY OF DECEMBER, A.D. 2003, AT 6:33 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF INCORPORATION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2003.



3150702 8100V

070664192

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5723843

DATE: 06-01-07

TRADEMARK
REEL: 003560 FRAME: 0232

**CERTIFICATE OF INCORPORATION
OF
HARTE-HANKS DATA TECHNOLOGIES, INC.**

ARTICLE I

The name of the Corporation is **Harte-Hanks Data Technologies, Inc.**

ARTICLE II

The name of the Corporation's registered agent and the address of its registered office in the State of Delaware is **The Corporation Trust Company, Corporation Trust Center, 1209 Orange Street, Wilmington, New Castle County, Delaware 19801.**

ARTICLE III

The purpose of the Corporation is to engage in any lawful act or activity for which corporations may be organized under the General Corporation Law of the State of Delaware.

ARTICLE IV

The total number of shares of capital stock which the Corporation shall have the authority to issue is one thousand (1,000) shares of Common Stock, \$1.00 par value.

ARTICLE V

In furtherance and not limitation of the powers conferred by the laws of the State of Delaware, the Board of Directors is expressly authorized to alter, amend or repeal the bylaws of the Corporation or to adopt new bylaws.

ARTICLE VI

The incorporator is **Albert R. Fox, Jr.**, whose mailing address is **c/o Hughes & Luce, L.L.P., 1717 Main Street, Suite 2800, Dallas, Texas 75201.**

ARTICLE VII

The number of directors constituting the initial Board of Directors is three (3), and the name and address of the persons who are to serve as directors until the first annual meeting of the stockholders or until their respective successors are elected and qualified are:

<u>Name</u>	<u>Address</u>
Houston H. Harte	200 Concord Plaza Dr., Suite 800 San Antonio, Texas 78216
Larry Franklin	200 Concord Plaza Dr., Suite 800 San Antonio, Texas 78216

Dean H. Blythe

200 Concord Plaza Dr., Suite 800
San Antonio, Texas 78216

Richard M. Hochhasuer

200 Concord Plaza Dr., Suite 800
San Antonio, Texas 78216

ARTICLE VIII

A director of the Corporation shall not be personally liable to the Corporation or its stockholders for monetary damages for breach of fiduciary duty as a director, except for liability (i) for any breach of the director's duty of loyalty to the Corporation or its stockholders, (ii) for acts or omissions not in good faith or which involve intentional misconduct or a knowing violation of law, (iii) under Section 174 of the Delaware General Corporation Law, or (iv) for any transaction from which the director derived any improper personal benefit. If the Delaware General Corporation Law is amended after the filing of this Certificate of Incorporation to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director of the Corporation shall be eliminated or limited to the fullest extent permitted by the Delaware General Corporation Law, as so amended.

Any repeal or modification of the foregoing paragraph by the stockholders of the Corporation shall not adversely affect any right or protection of a director of the Corporation existing at the time of such repeal or modification.

ARTICLE IX

No stockholder of the Corporation shall by reason of his holding shares of any class of its capital stock have any preemptive or preferential right to purchase or subscribe for any shares of any class of the Corporation, now or hereafter to be authorized, or any notes, debentures, bonds or other securities convertible into or carrying warrants, rights or options to purchase shares of any class or any other security, now or hereafter to be authorized, whether or not the issuance of any such shares or such notes, debentures, bonds or other securities would adversely affect the dividend, voting or any other rights of such stockholder; and the Board of Directors may issue shares of any class of the Corporation, or any notes, debentures, bonds or other securities convertible into or carrying warrants, rights or options to purchase shares of any class, without offering any such shares of any class, either in whole or in part, to the existing holders of any class of stock of the Corporation.

ARTICLE X

Cumulative voting for the election of Directors shall not be permitted.

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IN WITNESS WHEREOF, the undersigned incorporator of the Corporation hereby certifies that the facts herein stated are true, and accordingly has signed this instrument this 19th day of December, 2003, to be effective at the close of business on December 31, 2003.

/s/ Albert R. Fox, Jr.
Albert R. Fox, Jr.
Incorporator