

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
Active Decisions, Inc.		09/07/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Knova GS, Inc.
Street Address:	10201 Torre Avenue
Internal Address:	Suite 350
City:	Cupertino
State/Country:	CALIFORNIA
Postal Code:	95014
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2871383	ACTIVE
Registration Number:	2832415	ACTIVE DECISIONS
Registration Number:	2791084	ACTIVE FINANCIAL ASSISTANT
Registration Number:	2427797	ACTIVE RESEARCH
Registration Number:	2661202	ACTIVE RESEARCH ADVISOR
Registration Number:	2665054	ACTIVE RESEARCH QUARTERLY
Registration Number:	2661200	ACTIVE RESEARCH UPDATE
Registration Number:	2791085	ACTIVE SALES ASSISTANT
Registration Number:	2691864	ACTIVEFLASH
Registration Number:	2936060	TOTAL ASSIST

CORRESPONDENCE DATA

Fax Number: (317)592-5453
 Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

OP \$265.00 2871383

Phone: 317-236-2100
Email: ipdocket@icemiller.com, stohry@icemiller.com
Correspondent Name: Bradley M. Stohry
Address Line 1: One American Square
Address Line 2: Suite 3100
Address Line 4: Indianapolis, INDIANA 46282-0200

ATTORNEY DOCKET NUMBER:	T03630US00 - T03639US00
NAME OF SUBMITTER:	Bradley M. Stohry
Signature:	/bradleymstohry/
Date:	08/02/2007

Total Attachments: 7

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*Execution Version***Exhibit C****MARKS ASSIGNMENT**

THIS ASSIGNMENT is dated as of September 7, 2006, and is made from Active Decisions, Inc., a Delaware corporation with its principal place of business at 1400 Fashion Island Blvd., Suite 500, San Mateo, CA 94404 ("Assignor") on the one hand, to KNOVA GS, Inc., a Delaware corporation with its principal place of business at 10201 Torre Avenue, Suite 350, Cupertino, CA ("Assignee") on the other hand.

WITNESSETH

WHEREAS, Assignor has adopted and used and is using in commerce the marks set forth in the attached Schedule 1 (collectively, the "Marks");

WHEREAS, pursuant to that certain Asset Purchase Agreement by and among Assignor, Knova Software, Inc., a Delaware corporation, and Assignee dated as of the date hereof, Assignee wishes to acquire from Assignor, and Assignor wishes to transfer to Assignee, said Marks and the goodwill associated with such Marks;

WHEREAS, in conjunction with this marks assignment, Assignee is acquiring the portion of Assignor's business to which the Marks pertain; and

WHEREAS, all of the terms and conditions precedent provided in the APA have been met and performed by the respective parties thereto, and the parties now desire to carry out the intent and purpose of the APA by the execution and delivery of this instrument evidencing the assignment by Assignor and the assumption by Assignee of all the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, effective upon the closing of the transactions contemplated by the APA (the "Effective Time"), Assignor assigns to Assignee all rights, title and interests in and to the Marks, the goodwill of the business symbolized by the Marks, all registrations and applications for registration thereof, if any, all rights of action accrued and to accrue under and by virtue thereof, including the right to sue and recover for past infringement of said Marks, and all records and files relating to said Marks. This Marks Assignment will be governed by the laws of the State of California without regard to its conflicts of laws principles.

Assignor agrees that after the Effective Time, Assignor will exert its reasonable commercial best efforts to cooperate with Assignee, including signing all documents, providing all testimony and, in general, doing all lawful things reasonably requested of Assignor by Assignee to carry out and fulfill the purposes and intent of this Marks Assignment. Assignee shall reimburse Assignor for any out-of-pocket expenses incurred by Assignor in complying with this provision.

Execution Version

Assignor hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith.

[Remainder of page intentionally left blank.]

IN WITNESS WHEREOF, the parties have executed, made and entered into this Marks Assignment under seal as of the date first set forth above.

ACTIVE DECISIONS, INC. (ASSIGNOR)

By: /s/ Jeffery Loomans
Name: Jeffery Loomans
Title: President & CEO

THE STATE OF CALIFORNIA

County of San Mateo

This instrument was executed before me on this 7th day of September 2006, by Jeffrey Loomans, the President and CEO of Active Decisions, Inc., a Delaware corporation, on behalf of said corporation.

WITNESS my hand and official seal.

/s/ Gary Rauscher, Jr.
Notary Public in and for
The State of California



/s/ Gary Rauscher, Jr.
Printed or Typed Name of Notary
My Commission Expires 12/17/08

Marks Assignment Signature Page



KNOVA GS, INC. (ASSIGNEE)

By: /s/ Thomas Muise
Name: Thomas Muise
Title: President

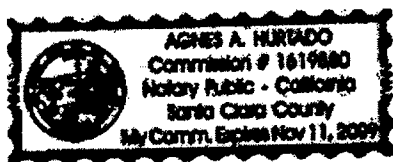
THE STATE OF CALIFORNIA

County of Santa Clara

This instrument was executed before me on this 7 day of September 2006, by Thomas Muise, the President (title) of KNOVA GS, Inc., a Delaware corporation, on behalf of said corporation.

WITNESS my hand and official seal.

/s/ Agnes A. Hurtado
Notary Public in and for
The State of California



/s/ Agnes A. Hurtado
Printed or Typed Name of Notary

My Commission Expires Nov. 11, 2009

Marks Assignment Signature Page

Execution Version

SCHEDULE 1
to
MARKS ASSIGNMENT

ACT IVE 1.1 TRADEMARK REPORT

Report Date: 6/21/2006

<u>Mark:</u> <u>ID</u>	<u>Country</u>	<u>Reg. Owner</u>	<u>App.#</u>	<u>Reg.#</u>	<u>Status</u>	<u>Classes</u>	<u>Goods & Services</u>
9852	United States	Active Decisions, Inc.	78/114,623	2,827,632	Registered	35	Information services offered via a global computer network in the field of market intelligence, consumer product research, real time e-commerce marketplace reports, forecasts and changes, and customer relations management; providing personalized product and service recommendations and buying information and selling assistance with respect to a variety of consumer products; providing real time marketing feedback information to clients; and providing such services utilizing a guided selling CRM platform
9848	United States	Active Decisions, Inc.	78/114,627	2,871,383	Registered	35	Information services utilizing a guided selling CRM platform, namely, providing personalized product and service recommendations; and buying information and customer preference selling assistance with respect to financial services via a global computer network
9533	United States	Active Decisions, Inc.	75/481,063	2,259,373	Cancelled	35	Information services, namely, providing buying information with respect to a variety of consumer products via a global computer network, in International Class 35

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ACT IVE 1.1 TRADEMARK REPORT

Report Date: 6/21/2006

Mark: ACTIVE DECISIONS

<u>ID</u>	<u>Country</u>	<u>Reg. Owner</u>	<u>App.#</u>	<u>Reg.#</u>	<u>Status</u>	<u>Classes</u>	<u>Goods & Services</u>
9491	United States	Active Decisions, Inc.	76/191,432	2,832,415	Registered	35	Information services, namely, providing consumer product research with respect to a variety of consumer products via a global computer network and providing real time marketing feedback information, namely market reports, forecast changes and customer relations management to clients

Mark: ACTIVE FINANCIAL ASSISTANT

<u>ID</u>	<u>Country</u>	<u>Reg. Owner</u>	<u>add.#</u>	<u>Reg.#</u>	<u>Status</u>	<u>Classes</u>	<u>Goods & Services</u>
9850	United States	Active Decisions, Inc.	78/114,603	2,791,084	Registered	36	Information services utilizing a guided selling customer relationship management (CRM) platform, namely, providing personalized product and service buying information for financial products and services, and selling assistance in the nature of providing purchase information based on customer preferences in the field of financial services via a global computer network

Mark: ACTIVE RESEARCH

<u>ID</u>	<u>Country</u>	<u>Reg. Owner</u>	<u>App.#</u>	<u>Reg.#</u>	<u>Status</u>	<u>Classes</u>	<u>Goods & Services</u>
9486	United States	Active Decisions, Inc.	75/481,064	2,427,797	Registered	35	Information services, namely, providing buying information with respect to a variety of consumer products via a global computer network and providing real time marketing feedback information to clients

Mark: ACTIVE RESEARCH ADVISOR

<u>ID</u>	<u>Country</u>	<u>Reg. Owner</u>	<u>App.#</u>	<u>Reg.#</u>	<u>Status</u>	<u>Classes</u>	<u>Goods & Services</u>
9490	United States	Active Decisions, Inc.	75/903,321	2,661,202	Registered	35	Information services, namely, providing buying information with respect to a variety of consumer products via a global computer network and providing real time marketing feedback information to clients

Mark: ACTIVE RESEARCH QUARTERLY

<u>ID</u>	<u>Country</u>	<u>Reg. Owner</u>	<u>App.#</u>	<u>Reg.#</u>	<u>Status</u>	<u>Classes</u>	<u>Goods & Services</u>
9489	United States	Active Decisions, Inc.	75/903,134	2,665,054	Registered	35	Information services, namely, providing buying information with respect to a variety of consumer products via a global computer network and providing real time marketing feedback information to clients

Execution Version

ACT IVE 1.1 TRADEMARK REPORT

Report Date: 6/21/2006

Mark: ACTIVE RESEARCH UPDATE

<u>ID</u>	<u>Country</u>	<u>Reg. Owner</u>	<u>App.#</u>	<u>Reg.#</u>	<u>Status</u>	<u>Classes</u>	<u>Goods & Services</u>
9488	United States	Active Decisions, Inc.	75/903,133	2,661,200	Registered	35	Information services, namely, providing buying information with respect to a variety of consumer products via a global computer network and providing real time marketing feedback information to clients

Mark: ACTIVE SALES ASSISTANT

<u>ID</u>	<u>Country</u>	<u>Reg. Owner</u>	<u>App.#</u>	<u>Reg.#</u>	<u>Status</u>	<u>Classes</u>	<u>Goods & Services</u>
9851	United States	Active Decisions, Inc.	78/114,615	2,791,085	Registered	35	Information Services utilizing a guided selling customer relationship management (CRM) platform, namely, providing personalized product and service buying information and selling assistance in the nature of providing purchase information based on customer preferences with respect to a variety of consumer products via a global computer network

Mark: ACTIVE FLASH

<u>ID</u>	<u>Country</u>	<u>Reg. Owner</u>	<u>App.#</u>	<u>Reg.#</u>	<u>Status</u>	<u>Classes</u>	<u>Goods & Services</u>
9487	United States	Active Decisions, Inc.	75/903,132	2,691,864	Registered	35	Information services, namely, providing buying information with respect to a variety of consumer products via a global computer network and providing real time marketing feedback information to clients

Mark: TOTAL ASSIST

<u>ID</u>	<u>Country</u>	<u>Reg. Owner</u>	<u>App.#</u>	<u>Reg.#</u>	<u>Status</u>	<u>Classes</u>	<u>Goods & Services</u>
11065	United States	Active Decisions, Inc.	78/277,235	2,936,060	Registered	35	Information Services utilizing a guided selling customer relationship management (CRM) platform, namely, providing personalized product and service buying information and selling assistance in the nature of providing purchase information based on customer preferences with respect to a variety of consumer products via a global computer network