

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
Harte-Hanks Postfuture, Inc.		12/31/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Harte-Hanks Direct, Inc.		
Street Address:	200 Concord Plaza Drive		
Internal Address:	Suite 800		
City:	San Antonio		
State/Country:	TEXAS		
Postal Code:	78216		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2439475	POSTFUTURE	
CORRESPONDENCE DATA			
Fax Number:	(617)742-2355		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-742-4200		
Email:	trademark@riw.com		
Correspondent Name:	Stacey C. Friends, Esq.		
Address Line 1:	Ruberto, Israel & Weiner, P.C.		
Address Line 2:	100 North Washington Street, 6th Floor		
Address Line 4:	Boston, MASSACHUSETTS 02114-2128		
ATTORNEY DOCKET NUMBER:	09948-1		
NAME OF SUBMITTER:	Stacey C. Friends, Esq.		
Signature:	/stacey c. friends/		

CH \$40.00 2439475

Date:

04/08/2010

Total Attachments: 1

source=TM Assignment POSTFUTURE signed by B Pechersky (00055190)#page 1.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment is executed by Harte-Hanks Postfuture, Inc., a Delaware corporation with a business address of 370 Oakwood Trail, McKinney, Texas, 75069 (“Assignor”) for the benefit of Harte-Hanks Direct, Inc., a New York corporation with a business address of 200 Concord Plaza Drive, Suite 800, San Antonio, Texas, 78216 (“Assignee”), effective as of December 31, 2008 (the “Effective Date”).

WHEREAS, Assignor has adopted, used and is using the trademark listed below (the “Mark”), for which a registration has been issued (the “Registration”) by the United States Patent and Trademark Office;

<u>MARK</u>	<u>U.S. REG. NO.</u>	<u>REG. DATE</u>
POSTFUTURE	2439475	March 27, 2001

WHEREAS, Assignee wishes to acquire all right, title and interest in and to the Mark and the Registration thereof, including the goodwill associated with the Mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignee does hereby assign all right, title and interest in and to the Mark and the Registration thereof, together with the good will of the business symbolized by the Mark, to the Assignee, as of the Effective Date.

Harte-Hanks Postfuture, Inc.

By: 

Name: Bryan Pechersky

Title: Vice President and Secretary

00055068.DOC