

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
Greenfield Online, Inc.		07/15/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	ToLuna Delaware, Inc.
Street Address:	401 Broadway, Suite 611
City:	New York
State/Country:	NEW YORK
Postal Code:	10013
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Registration Number:	3379936	GOQUOTE
Registration Number:	3346376	REAL-TIME SAMPLING
Registration Number:	3436644	CURIZON
Serial Number:	76648854	GOSAMPLE
Registration Number:	3203286	GOQUOTE
Registration Number:	3133488	SAM
Registration Number:	3083278	
Registration Number:	3177543	STAY AHEAD
Registration Number:	2254105	FIELDSOURCE
Registration Number:	2387349	FOCUSCHAT
Registration Number:	2392988	MINDSTORM
Registration Number:	2570802	LEADING THE RESEARCH REVOLUTION
Registration Number:	2291510	NETREACH
Registration Number:	2267753	RESEARCH REVOLUTION

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Registration Number:	3480287	TEXT2EXPRESS
Registration Number:	3676814	THINKACTION
Registration Number:	3684224	THINKACTION
Registration Number:	3699298	THINKACTION
Serial Number:	77542367	QDP
Serial Number:	77557861	DUPLICATE RESPONDENT DETECTION
Registration Number:	3591168	DRD
Serial Number:	76693430	QUALITY DATA PROGRAM

CORRESPONDENCE DATA

Fax Number: (603)625-5650

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 603-628-1311

Email: mark.wright@mclane.com

Correspondent Name: Mark A. Wright

Address Line 1: 900 Elm Street, PO Box 326

Address Line 4: Manchester, NEW HAMPSHIRE 03105-0326

NAME OF SUBMITTER:

Mark A. Wright

Signature:

/Mark A. Wright/

Date:

08/03/2010

Total Attachments: 5

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NOTICE OF TRADEMARK RIGHTS ASSIGNMENT

 This Notice of Trademark Rights Assignment (this "Assignment") is made effective this day of July 2009, by and between Greenfield Online, Inc., a corporation organized and existing under the laws of the state of Delaware and having a usual place of business at 21 River Road, Wilton, CT 06987 ("Company") and ToLuna Delaware, Inc., a corporation organized and existing under the laws of the state of Delaware, and having a usual place of business at 401 Broadway, Suite 611, New York, NY 10013 ("ISS Buyer").

WHEREAS, Company possesses certain rights in and to the trademarks, service marks and trade names set forth on Annex A attached hereto and incorporated herein by reference (the "Marks");

WHEREAS, Company, ToLuna plc, ToLuna USA, Inc. and ToLuna Jersey Limited (the "Buyers") are parties to that certain Asset Purchase Agreement, dated June 26, 2009 (as subsequently amended, the "Purchase Agreement"), pursuant to which Company agreed to transfer, sell and convey to the Buyers certain of the assets of Company related to the Company's Internet Survey Solutions business, including Company's rights in the Marks and the goodwill of the business symbolized thereby;

WHEREAS, Company now wishes to assign Company's rights in the Marks to ISS Buyer, and Company is desirous of acquiring Company's rights in the Marks from Company, together with the goodwill of the business symbolized thereby;

WHEREAS, Company is conveying Company's rights in the Marks to ISS Buyer as part of the transfer of all or substantially all of the assets of the ISS business; and

WHEREAS, the execution and delivery of this Assignment is a condition to Closing under the Purchase Agreement.

NOW, THEREFORE, in consideration of the premises set forth herein and in the Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Company does hereby sell, assign, convey and transfer unto ISS Buyer Company's entire right, title and interest throughout the world in and to the Marks (including any common law rights that may exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by ISS Buyer, its successors or assigns, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for ISS Buyer's sole use and enjoyment.

Company does hereby authorize the Director of the United States Patent & Trademark Office, and the empowered official of any country or countries foreign to the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of ISS Buyer, its successors, assigns or legal representatives in accordance with the terms of this instrument.

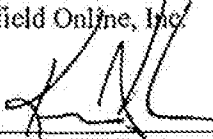
To the extent Company retains any right, title or interest in or to the Marks that cannot be assigned to ISS Buyer pursuant to this Assignment, then Company hereby agrees to waive for all time any claims that Company may have concerning any such right, title or interest in or to the Marks.

ISS Buyer and Company also agree that multiple copies of this Assignment may be executed, each of which shall be deemed an original, and each of which shall be valid and binding upon ISS Buyer and Company.

[Signatures Appear on Following Page.]

IN WITNESS WHEREOF, Company and ISS Buyer have caused this Notice of Trademark Rights Assignment to be executed by their duly authorized representatives as of the date first written above.

COMPANY: Greenfield Online, Inc.

Name: 
Signature: Keith Dolliver
Title: President

ISS BUYER: ToLuna Delaware, Inc.

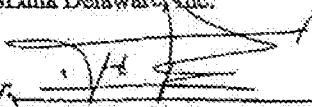
By: _____
Name: Frédéric-Charles Petit
Title: President

IN WITNESS WHEREOF, Company and ISS Buyer have caused this Notice of Trademark Rights Assignment to be executed by their duly authorized representatives as of the date first written above.

COMPANY: Greenfield Online, Inc.




Name: _____
Signature: Keith Dolliver
Title: President

ISS BUYER: ToLuna Delaware, Inc.

By: 
Name: Frédéric-Charles Petit
Title: President

Annex A

Marks

Mark	Jurisdiction	Application/Registration No.
 GOQUOTE (and Design)	U.S.	3,379,936
REAL-TIME SAMPLING	U.S.	3,346,376
CURIZON (and design)	U.S.	3,436,644
GOSAMPLE	U.S.	76,648,854 (app.)
GOQUOTE	U.S.	3,203,286
SAM	U.S.	3,133,488
 (image)	U.S.	3,083,278
STAY AHEAD	U.S.	3,177,543
FIELDSOURCE	U.S.	2,254,105
FOCUSCHAT	U.S.	2,387,349
LEADING THE RESEARCH REVOLUTION	U.S.	2,570,802
MINDSTORM	U.S.	2,392,988
NETREACH	U.S.	2,291,510
RESEARCH REVOLUTION	U.S.	2,267,753
TEXT2EXPRESS	U.S.	3,480,287
 ThinkAction (and Design)	U.S.	76,677,811 (app.)
QDP	U.S.	77,542,367 (app.)
THINKACTION	U.S.	77,547,474 (app.)
THINKACTION (and Design)	U.S.	76,693,446 (app.)
DUPLICATE RESPONDENT DETECTION	U.S.	77,557,861 (app.)
DRD	U.S.	77,557,840 (app.) / 3,571,168
QUALITY DATA PROGRAM	U.S.	76,693,430 (app.)
ENALYSIS	Germany	30033984
ENALYSIS	Austria, Switzerland, France, Italy and Spain	745071

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