

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	12/31/2008		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Blue Martini Software, Inc.		12/31/2008
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Escalate, Inc.		
Street Address:	9890 Towne Centre Drive		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92121		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
	Property Type	Number	Word Mark
	Registration Number:	2425596	BLUE MARTINI SOFTWARE
	Registration Number:	2519772	BLUE MARTINI
	Registration Number:	2527935	BLUE MARTINI S O F T W A R E
CORRESPONDENCE DATA			
Fax Number:	(858)457-2145		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8587312028		
Email:	kmiles@escalate.com		
Correspondent Name:	Kathy Miles		
Address Line 1:	9890 Towne Centre Drive		
Address Line 4:	San Diego, CALIFORNIA 92121		
NAME OF SUBMITTER:	Kathy Miles		
Signature:	/kathy miles/		

OP \$90.00 2425596

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 REEL: 004255 FRAME: 0309**

Date:

08/05/2010

Total Attachments: 3

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STATE OF DELAWARE
CERTIFICATE OF OWNERSHIP

SUBSIDIARY INTO PARENT

Section 253

CERTIFICATE OF OWNERSHIP
MERGING
BLUE MARTINI SOFTWARE, INC.
INTO
ESCALATE, INC.

(Pursuant to Section 253 of the General Corporation Law of Delaware)

Escalate, Inc., a corporation incorporated on the 14th day of September, 1990, pursuant to the provisions of the General Corporation Law of the State of Delaware (the "*Corporation*");

DOES HEREBY CERTIFY that the Corporation owns at least 90% of the capital stock of Blue Martini Software, Inc., a corporation incorporated on the 12th day of January, 1999 A.D., pursuant to the provisions of the Delaware General Corporation Law, and that the Corporation, by a resolution of its Board of Directors duly adopted at a meeting held on the 24th day of October, 2008 A.D., determined to and did merge into itself said Blue Martini Software, Inc., which resolution is in the following words to wit:

WHEREAS, the Corporation lawfully owns 100% of the outstanding stock of Blue Martini Software, Inc., a corporation organized and existing under the laws of the State of Delaware;

WHEREAS, the Corporation desires to merge into itself Blue Martini Software, Inc., and to be possessed of all the estate, property, rights, privileges and franchises of said corporation; and

WHEREAS, the Corporation desires the effective date of the merger to be December 31, 2008.

NOW, THEREFORE, BE IT RESOLVED, that the Corporation merge into itself Blue Martini Software, Inc. and assumes all of its liabilities and obligations;

FURTHER RESOLVED, that the effective date of the merger shall be December 31, 2008;

FURTHER RESOLVED, that an authorized officer of the Corporation be and hereby is directed to make and execute a certificate of ownership setting forth a copy of the resolution to merge Blue Martini Software, Inc. and assume its liabilities and obligations, and the date of adoption thereof, and to file the same in the office of the Secretary of State of Delaware; and


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FURTHER RESOLVED, that the officers of the Corporation be and they hereby are authorized and directed to do all acts and things whatsoever, whether within or without the State of Delaware; which may be in any way necessary or proper to effect said merger.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Corporation has caused its corporate seal to be affixed and this certificate to be signed by an authorized officer this 24th day of October, 2008 A.D.

By: 
Authorized Officer

Name: Stewart Bloom

Title: Chief Executive Officer