

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
ServiceCloud, LLC		09/01/2010	LIMITED LIABILITY COMPANY: GEORGIA
RECEIVING PARTY DATA			
Name:	salesforce.com, inc.		
Street Address:	The Landmark @ One Market St., Suite 300		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3692343	SERVICECLOUD	
CORRESPONDENCE DATA			
Fax Number:	(415)882-3232		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(415) 882-3200		
Email:	tmparalegal@owe.com		
Correspondent Name:	Alica Del Valle		
Address Line 1:	455 Market Street, Suite 1910		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	SALES 00008		
NAME OF SUBMITTER:	Alica Del Valle		
Signature:	/Alica Del Valle/		
Date:	11/22/2010		

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Total Attachments: 1
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TRADEMARK
REEL: 004420 FRAME: 0128

SERVICE MARK ASSIGNMENT

WHEREAS ServiceCloud, LLC, a Georgia limited liability company maintaining its principal place of business at 1643 Mount Vernon Road, Suite 300, Atlanta, Georgia 30338 ("ServiceCloud") is the owner of U.S. Service Mark Registration No. 3,692,343, International Registration No. 1015889, Canadian Application No. 1452824, and Canadian Application No. 1452820 (abandoned) ("the Service Mark"); and

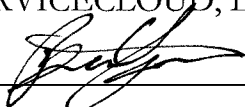
WHEREAS salesforce.com, inc., a Delaware corporation maintaining its principal place of business at The Landmark @ One Market Street, Suite 300, San Francisco, California 94105 ("salesforce.com"), wants to acquire the Service Mark, together with the goodwill of the business connected with the use of, and symbolized by, the Service Mark; and

WHEREAS the parties want to transfer from ServiceCloud to salesforce.com all rights in the Service Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ServiceCloud hereby sells, transfers, conveys, and assigns to salesforce.com the entire right, title, and interest of ServiceCloud in and to the Service Mark in the United States and otherwise; the goodwill of the business connected with the use of, and symbolized by, the Service Mark; any right or interest that ServiceCloud may have at common law associated with the Service Mark, any and all rights to royalties, profits, compensation, license fees or other payments or remuneration of any kind relating to the Service Mark or the goodwill under the Service Mark, and the right to recover for any past, present, or future infringement of the Service Mark.

IN WITNESS WHEREOF, ServiceCloud has executed this Service Mark Assignment on this 1 day of September, 2010.

SERVICECLOUD, LLC

By:  _____

Name: Benjamin Cherian

Title: Managing Partner

SALESFORCE.COM, INC.

By: _____

Name: _____

Title: _____