

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
Initiate Systems, Inc.		09/28/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	International Business Machines Corporation
Also Known As:	AKA IBM Corporation
Street Address:	New Orchard Road
City:	Armonk
State/Country:	NEW YORK
Postal Code:	10504
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	78975768	INITIATE
Serial Number:	78385066	INITIATE IDENTITY HUB
Serial Number:	78237303	INITIATE
Serial Number:	78237302	
Serial Number:	78237293	INITIATE
Serial Number:	78225422	INITIATE
Serial Number:	77230906	INITIATE MASTER DATA SERVICE
Serial Number:	76282695	SERVICESTREAM
Serial Number:	76363347	ACCENX
Serial Number:	76363340	RYTRAK

CORRESPONDENCE DATA

Fax Number: (914)765-4370

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

900180126

**TRADEMARK
 REEL: 004444 FRAME: 0977**

CH \$265.00 78975768

Phone: 914-765-4353
Email: ibmtm@us.ibm.com
Correspondent Name: Leonora Hoicka
Address Line 1: North Castle Drive
Address Line 4: Armonk, NEW YORK 10504

NAME OF SUBMITTER:	Grazia T. Micewicz
Signature:	/Grazia T. Micewicz/
Date:	12/30/2010

Total Attachments: 2
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ASSIGNMENT

ASSIGNMENT made this 28th day of Sept, 2010, between Initiate Systems, Inc. (Assignor"), a corporation organized and existing under the laws of Delaware with a place of business at 200 West Madison Street, Suite 2800, Chicago, IL 60606, and International Business Machines Corporation, organized and existing under the laws of New York, with a place of business at New Orchard Road, Armonk, NY 10504 ("Assignee");

WHEREAS, the Assignor represents and warrants it has adopted, used and is using; and is the sole owner of the entire right, title and interest, including the goodwill associated therewith, in and to the trademarks on the attached list and is assigning the marks in the identified applications and registrations as part of the entire business or portion thereof to which the marks pertain as required by 15 U.S.C. § 1060;

WHEREAS, Assignee is desirous of acquiring said marks, trademark applications and registrations and applications thereof:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor hereby irrevocably assigns, transfers and conveys to the Assignee, its successors, assigns or other legal representatives, all rights, title and interest in and to the said marks , and registrations and applications for trademark applications and registrations in the United States, with the goodwill of the business symbolized by the marks.

This assignment is effective as of the 28th day of September, 2010.

ASSIGNOR: Initiate Systems, Inc.

By: WBA
Name: William Behan
Title: Secretary

On this 1 day of Dec, 2010 before me personally appeared William Behan, who declared that he is duly and lawfully authorized to execute this Assignment on behalf of Initiate Systems, Inc. and acknowledged the foregoing signature to be his own.

Francine Belfari
Notary Public

FRANCINE BELFARI
Notary Public, State of New York, DUTAM
Notary # 4882497, COUNTY
Commission Expires 9/28/13

SCHEDULE

MARK	Serial No.
INITIATE AND DESIGN	78975768
INITIATE IDENTITY HUB	78385066
INITIATE	78237303
DESIGN ONLY	78237302
INITIATE AND DESIGN	78237293
INITIATE	78225422
INITIATE MASTER DATA SERVICE	77230906
SERVICESTREAM	76282695
ACCENX	76363347
RYTRAK	76363340