

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
Showcase Corporation		02/14/2011	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	International Business Machines Corportion		
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: 1			
Property Type	Number	Word Mark	
Serial Number:	78265704	SHOWCASE	
CORRESPONDENCE DATA			
Fax Number:	(914)765-4370		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	914-765-4353		
Email:	ibmtm@us.ibm.com		
Correspondent Name:	Leonora Hoicka		
Address Line 1:	1 North Castle Drive		
Address Line 4:	Armonk, NEW YORK 10504		
NAME OF SUBMITTER:		Grazia T. Micewicz	
Signature:		/Grazia T. Micewicz/	
Date:		02/23/2011	
Total Attachments: 2			

CH \$40.00 78265704

900184767

**TRADEMARK
 REEL: 004484 FRAME: 0623**

source=Showcase to SPSS#page1.tif

source=Showcase to SPSS#page2.tif

ASSIGNMENT

ASSIGNMENT made this 1st day of February, 2011, between Showcase Corporation (Assignor"), a corporation organized and existing under the laws of Minnesota with a place of business at 100 S 5th Street, #1075, Minneapolis, MN 55402, and SPSS Inc., a corporation organized and existing under the laws of Delaware, with a place of business at 233 S. Wacker Drive, 11th Fl, Chicago, IL 60606 ("Assignee");

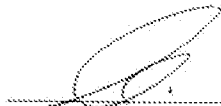
WHEREAS, the Assignor represents and warrants it has adopted, used and is using, and is the sole owner of the entire right, title and interest, including the goodwill associated therewith, in and to the trademarks on the attached list and is assigning the marks in the identified applications and registrations 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;

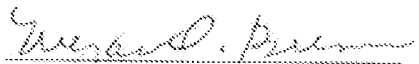
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor hereby irrevocably assigns, transfers and conveys to the Assignee, its successors, assigns or other legal representatives, all rights, title and interest in and to the said marks, and registrations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

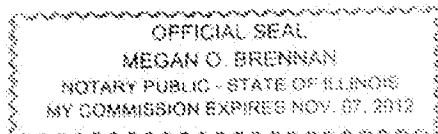
This assignment is effective as of the 1st day of October, 2010.

ASSIGNOR: Showcase Corporation

By: 
Name: Anthony Ciro
Title: President

On this 1st day of February, 2011 before me personally appeared Anthony Ciro, who declared that he is duly and lawfully authorized to execute this Assignment on behalf of Showcase Corp. and acknowledged the foregoing signature to be his own.


Notary Public



SCHEDULE

MARK

Serial No.

SHOWCASE

78265704