

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
NetGenesis Corporation		02/14/2011	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	International Business Machines Corporation		
<b>Also Known As:</b>	AKA IBM Corporation		
<b>Street Address:</b>	New Orchard Road		
<b>City:</b>	Armonk		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10504		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76112911		
<b>Serial Number:</b>	74625565	NET.GENESIS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(914)765-4370		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	914-765-4353		
<b>Email:</b>	ibmtm@us.ibm.com		
<b>Correspondent Name:</b>	Leonoa Hoicka		
<b>Address Line 1:</b>	1 North Castle Drive		
<b>Address Line 4:</b>	Armonk, NEW YORK 10504		
<b>NAME OF SUBMITTER:</b>	Grazia T. Micewicz		
<b>Signature:</b>	/Grazia T. Micewicz/		
<b>Date:</b>	02/23/2011		

CH \$65.00 76112911

900184768

**TRADEMARK**  
 REEL: 004484 FRAME: 0685

Total Attachments: 2

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ASSIGNMENT

ASSIGNMENT made this 14th day of February, 2011, between NetGenesis Corporation (Assignor"), a corporation organized and existing under the laws of Delaware with a place of business at 1209 Orange Street, Wilmington, DE 19801, 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");

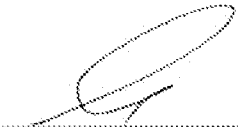
WHEREAS, the Assignor represents and warrants it has adopted, used and is using; and is the sole owner of the entire right, title and interest, including the goodwill associated therewith, in and to the trademarks on the attached list and is assigning the marks in the identified applications and registrations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

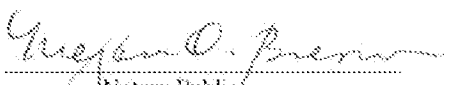
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor hereby irrevocably assigns, transfers and conveys to the Assignee, its successors, assigns or other legal representatives, all rights, title and interest in and to the said marks, and registrations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

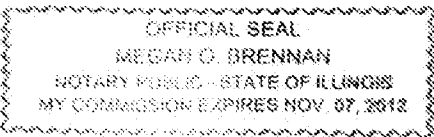
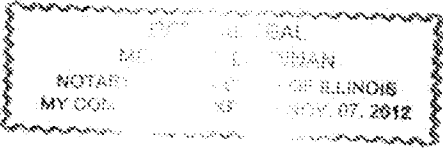
This assignment is effective as of the 1st day of October, 2010.

ASSIGNOR: NetGenesis Corporation

By:   
Name: Anthony Ciro  
Title: President

On this 14th 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 SNetGenesis Corp. and acknowledged the foregoing signature to be his own.

  
Notary Public



SCHEDULE

MARK	Serial No.
NETGENESIS Logo	76112911
NET.GENESIS	74625565