

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Aprimo, Inc.	FORMERLY Aprimo, Incorporated	06/28/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Teradata US, Inc.		
Street Address:	10000 Innovation Drive		
City:	Miamisburg		
State/Country:	OHIO		
Postal Code:	45342		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2666470	APRIMO	
Registration Number:	2595042	APRIMO	
Registration Number:	2657997	MANAGING THE BUSINESS OF MARKETING	
Registration Number:	3883877	APRIMO MARKETING STUDIO	
CORRESPONDENCE DATA			
Fax Number:	(937)847-8425		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	937-242-4728		
Email:	Karen.Chuna@Teradata.com		
Correspondent Name:	Teradata Corporation		
Address Line 1:	10000 Innovation Drive		
Address Line 2:	IP Law Dept.		
Address Line 4:	Miamisburg, OHIO 45342		
ATTORNEY DOCKET NUMBER:	APRIMO TRADEMARKS		
NAME OF SUBMITTER:	John D. Cowart		

CH \$115.00 2666470

Signature:	/John D. Cowart/
Date:	08/15/2011
Total Attachments: 5 source=Aprimo_Trademark_assignment#page1.tif source=Aprimo_Trademark_assignment#page2.tif source=Aprimo_Trademark_assignment#page3.tif source=Aprimo_Trademark_assignment#page4.tif source=Aprimo_Trademark_assignment#page5.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made as of June 28, 2011, by **APRIMO, INC., (previously known as APRIMO, Incorporated)**, a Delaware corporation with its principal place of business at 900 East 96th Street, Suite 400, Indianapolis, Indiana 46240 ("Assignor"), to **TERADATA US, INC.**, a Delaware corporation with its principal place of business at 10000 Innovation Drive, Miamisburg, OH 45342 ("Assignee").

WHEREAS, as part of an integrated plan of restructuring, the board of directors of Assignor has determined that it is advisable and in the best interests of Assignor that Assignor be merged (the "Merger") with and into Teradata Operations, Inc., the parent of Assignee ("TDC Operations");

WHEREAS, as part of the integrated plan of restructuring and to allow for the segregation of the workforce and management of Assignor from its intellectual property in a manner consistent with the operations of Assignee, and in order to avoid multiple transfers and recordings with respect to the intellectual property of Assignor, Assignor is, at the instruction of TDC Operations, assigning its intellectual property to Assignee, on behalf of and as a contribution of capital to Assignee by TDC Operations; and

WHEREAS, Assignor therefore desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under Assignor's registered and unregistered domestic and foreign servicemarks, trademarks, trademark applications and trade names, including without limitation the servicemarks, trademarks, servicemark and trademark applications and trade names listed on Schedule A annexed hereto and incorporated herein by reference (all of the foregoing being referred to herein as the "Marks");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer and convey unto Assignee, all right, title and interest in and to the Marks, and any registrations resulting from any trademark applications listed below (collectively "Trademark Rights").

Assignor further agrees to and hereby does sell, assign, transfer and convey unto Assignee all rights:

- (i) in and to causes of action and enforcement rights for the Trademark Rights including all rights to pursue damages, injunctive relief and other remedies for past and future infringement of the Trademark Rights, and
- (ii) to apply in any or all countries of the world for trademark registration, or other governmental grants for the Trademark Rights, including without limitation under the Paris Convention, the Trademark Law Treaty, the Madrid Protocol, or any other convention, treaty, agreement or understanding.

Assignor also hereby authorizes the respective trademark office or governmental agency in each jurisdiction to register any and all trademarks which may be granted upon any of

the Trademark Rights in the name of Assignee, as the assignee to the entire interest therein.

[Signature Page Follows]

IN WITNESS WHEREOF this Assignment is executed at Dayton, Ohio on June 28, 2011.

ASSIGNOR: APRIMO, INC.

By: Laura K Nyquist
Name: Laura K. Nyquist
Title: Secretary

STATE OF OHIO)
COUNTY OF MONTGOMERY)

On June 28, 2011, before me, Deborah C. MacDonald, Notary Public in and for said State, personally appeared Laura K. Nyquist, Secretary of Aprimo, Inc., personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature Deborah C MacDonald (Seal)
my commission expires Aug 29, 2011.

ASSIGNEE: Teradata US, INC.

By: Margaret A. Treese
Name: Margaret A. Treese
Title: Assistant Secretary

STATE OF OHIO)
COUNTY OF MONTGOMERY)

On June 28, 2011, before me, Deborah C. MacDonald, Notary Public in and for said State, personally appeared Margaret A. Treese, Assistant Secretary of Teradata US, Inc., personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature Deborah C MacDonald (Seal)
my commission expires Aug 29, 2011.

SCHEDULE A

UNITED STATES TRADEMARKS

Country	Trademark	Registration No.
United States	APRIMO	2666470
United States	APRIMO	2595042
United States	MANAGING THE BUSINESS OF MARKETING	2657997
United States	APRIMO MARKETING STUDIO	3883877

FOREIGN TRADEMARKS

Country	Trademark	Registration No.
Australia	APRIMO MARKETING STUDIO	1332710
Canada	APRIMO MARKETING STUDIO	TMA 784799
European Community	APRIMO MARKETING STUDIO	8706236
European Community	APRIMO	1603380
Japan	APRIMO	4595284
Mexico	APRIMO	707681
Mexico	APRIMO	720677
Mexico	APRIMO	780061
Singapore	APRIMO	T00/06398H
Singapore	APRIMO	T00/06399F
Singapore	APRIMO	T00/06400C

Unregistered Servicemarks and Trademarks

OptiSelect™

OptiConnect™

OptiSwitch™

Opti Series

Accelerating Marketing Productivity

Marketing Studio

Marketing Studio On-Demand