

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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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 |
| Assistly, Inc. | | 09/22/2011 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | salesforce.com, inc. | | |
| Street Address: | The Landmark @ One Market Street | | |
| City: | San Francisco | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94105 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85274378 | ASSISTLY | |
| Serial Number: | 85274548 | ASSISTLY | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (415)813-5681 | | |
| Phone: | 415-546-5845 | | |
| Email: | IPDocketing@salesforce.com | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Correspondent Name: | Alica Del Valle | | |
| Address Line 1: | The Landmark @ One Market Street | | |
| Address Line 2: | Suite 300 | | |
| Address Line 4: | San Francisco, CALIFORNIA 94105 | | |
| NAME OF SUBMITTER: | Alica Del Valle | | |
| Signature: | /Alica Del Valle/ | | |
| Date: | 09/22/2011 | | |
| Total Attachments: 2 source=ASSISTLY Assignment Executed#page1.tif source=ASSISTLY Assignment Executed#page2.tif | | | |

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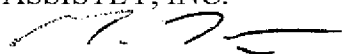
TRADEMARK ASSIGNMENT

WHEREAS, **Assistly, Inc.**, a Delaware Corporation, whose address is 425 2nd Street, Suite 300, San Francisco, California 94107 (hereinafter "Assignor") is the owner of the pending applications listed on the attached Schedule A (collectively, "ASSISTLY Properties");

WHEREAS, **salesforce.com, inc.**, a Delaware Corporation, whose address is The Landmark @ One Market Street, San Francisco, California 94105 (hereinafter "Assignee") is desirous of acquiring the ASSISTLY Properties;

NOW, THEREFORE, the Assignor, for good and valuable consideration, receipt of which is hereby acknowledged, hereby assigns to Assignee the ASSISTLY Properties, together with the goodwill of the business connected with the use of, and symbolized by, the marks as reflected in the ASSISTLY Properties.

ASSISTLY, INC.


Name: MATTHEW TRIFIRO

Title: SVP MARKETING

Date: 9-22-11

SCHEDULE A

| MARK | COUNTRY | APP NO./ REG. NO. | FILING/ ISSUE DATE | SERVICES/CLASS(ES) |
|-----------------|----------------|---------------------------------|-------------------------------|--|
| ASSISTLY | US | Serial No. 85/274,378 | Filed: 3/23/2011 | Software as a service (SAAS) services featuring software for customer relationship management in International Class 42 |
| Ⓢ Assistly | US | Serial No. 85/274,548 | Filed: 3/23/2011 | Software as a service (SAAS) services featuring software for customer relationship management in International Class 42 |