

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Applied Intelligence Solutions, LLC		12/23/2010	CORPORATION: COLORADO

**RECEIVING PARTY DATA**

<b>Name:</b>	DemandTec, Inc.
<b>Street Address:</b>	1 Franklin Parkway, Building 910
<b>City:</b>	San Mateo
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94403
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Registration Number:	3464151	PLANNINGXPRT
Registration Number:	3451020	PROMOTIONXPRT
Registration Number:	3415856	DEMANDXPRT
Registration Number:	3370492	ASSORTMENTXPRT
Registration Number:	3370491	REPLENISHXPRT
Registration Number:	3370490	MARKDOWNXPRT
Registration Number:	2964036	ALLOCATIONXPRT
Registration Number:	2986658	ALLOCATIONXPRT
Registration Number:	3101806	AIS APPLIED INTELLIGENCE SOLUTIONS

**CORRESPONDENCE DATA**

Fax Number: (650)815-2601  
 Phone: 650-815-2600  
 Email: svtdocketing@sheppardmullin.com

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

**900204491**

**TRADEMARK  
 REEL: 004640 FRAME: 0658**

**CH \$240.00 3464151**

Correspondent Name: Harold Milstein  
Address Line 1: 390 Lytton Avenue  
Address Line 4: Palo Alto, CALIFORNIA 94301

ATTORNEY DOCKET NUMBER:	19XB-142607
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NAME OF SUBMITTER:	Harold Milstein
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Signature:	/HaroldMilstein/
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Date:	10/12/2011
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Total Attachments: 3  
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**TRADEMARK ASSIGNMENT**

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Applied Intelligence Solutions, LLC, a Colorado limited liability company ("Assignor"), hereby assigns, sells, conveys and transfers to DemandTec, Inc., a Delaware corporation ("Assignee"), all rights, title, and interest in and to the trademarks and/or service marks set forth in Exhibit A hereto, including applications to register therefor, if any, the common law rights to the marks, the goodwill of the business with which the marks are used, all claims for damages by reason of infringement, and the right to sue for and collect the same for its own use and for the use of its successors and assigns (collectively, the "Marks"). Assignor hereby covenants and agrees that Assignor will, at the cost and expense of the Assignor, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the recordation of this U.S. Trademark Assignment to and for the benefit of Assignee.

This assignment is effective as of ~~[INSERT DATE]~~ CLOSE DATE AS DEFINED IN  
THE ASSET PURCHASE AGREEMENT.

**ASSIGNOR: Applied Intelligence Solutions, LLC**

Signed: *James Dixon*

Title: *CEO*

Date: *12/23/10*

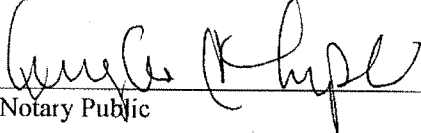
STATE OF Colorado )

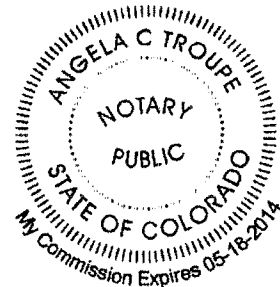
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COUNTY OF Jefferson )

On 12/23, 2010, before me, Angela C Troupe, Notary Public, personally appeared James Dixon 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 executed the same in his authorized capacity, and that by his 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

  
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Notary Public



**Exhibit A**

**MARKS**

Mark Name	Country	Status	Int'l Class	Reg. No.	Reg. Date	Serial No.	Filing Date
PLANNINGXPRT	United States	Live	9	3464151	7/8/2008	78761893	11/28/2005
PROMOTIONXPRT	United States	Live	9	3451020	6/17/2008	78761799	11/28/2005
DEMANDXPRT	United States	Live	9	3415856	4/22/2008	78761857	11/28/2005
ASSORTMENTXPRT	United States	Live	9	3370492	1/15/2008	78761882	11/28/2005
REPLENISHXPRT	United States	Live	9	3370491	1/15/2008	78761873	11/28/2005
MARKDOWNXPRT	United States	Live	9	3370490	1/15/2008	78761837	11/28/2005
ALLOCATIONXPRT (design)	United States	Live	9	2964036	6/28/2005	78369505	2/17/2004
ALLOCATIONXPRT	United States	Live	9	2986658	8/16/2005	78350278	1/10/2004
AIS APPLIED INTELLIGENCE SOLUTIONS (design)	United States	Live	9	3101806	6/6/2006	78435769	6/15/2004