

**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
Unica Corporation		10/27/2011	CORPORATION: MASSACHUSETTS

**RECEIVING PARTY DATA**

<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

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Serial Number:	76032144	AFFINIUM
Serial Number:	77086341	AFFINIUM NETINSIGHT
Serial Number:	76563085	ASK NETTRACKER
Serial Number:	77086329	NETINSIGHT
Serial Number:	75137447	NETTRACKER
Serial Number:	77735508	U
Serial Number:	78532849	UNICA
Serial Number:	76018326	UNICA
Serial Number:	76572743	MY NETTRACKER

**CORRESPONDENCE DATA**

Fax Number: (914)765-4370  
 Phone: 9147654353  
 Email: ibmtm@us.ibm.com

**900207188**

**TRADEMARK  
 REEL: 004661 FRAME: 0113**

**CH \$240.00 76032144**

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

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:	11/15/2011
Total Attachments: 2 source=Unica US Assignment#page1.tif source=Unica US Assignment#page2.tif	

ASSIGNMENT

ASSIGNMENT made this 27<sup>th</sup> day of October, 2011, between Unica Corporation (Assignor"), a corporation organized and existing under the laws of Massachusetts with a place of business at 170 Tracer Lane, Waltham, MA 02451, and International Business Machines Corporation, organized and existing under the laws of New York, with a place of business at New Orchard Road, Armonk, NY 10504 ("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;

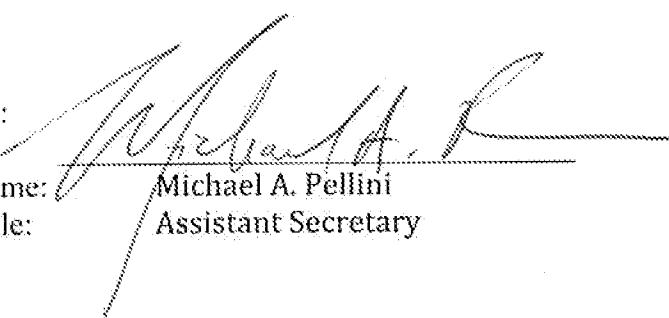
WHEREAS, Assignee is desirous of acquiring said marks, trademark applications and registrations and applications thereof;

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 1<sup>st</sup> of May 2011.

ASSIGNOR: Unica Corporation

By:

  
Name: Michael A. Pellini  
Title: Assistant Secretary

On this 27<sup>th</sup> day of October, 2011 before me personally appeared Michael A. Pellini, who declared that he is duly and lawfully authorized to execute this Assignment on behalf of Unica Corporation and acknowledged the foregoing signature to be his own.

  
Notary Public

My Commission expires 1-12-2012

SCHEDULE A

<b>MARK</b>	<b>SER. NO.</b>
AFFINIUM	76032144
AFFINIUM NETINSIGHT	77086341
ASK NETTRACKER	76563085
NETINSIGHT	77086329
NETTRACKER	75137447
U	77735508
UNICA	78532849
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