

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
DemandTec, Inc.		09/14/2012	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	International Business Machines Corporation
Also Known As:	IBM Corporation
Street Address:	New Orchard Road
City:	Armonk
State/Country:	NEW YORK
Postal Code:	10504
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Serial Number:	85273436	SHOPALYTICS
Serial Number:	77886886	DEMANDBETTER
Serial Number:	78761799	PROMOTIONXPRT
Serial Number:	78761837	MARKDOWNXPRT
Serial Number:	78761857	DEMANDXPRT
Serial Number:	78761873	REPLENISHXPRT
Serial Number:	78761882	ASSORTMENTXPRT
Serial Number:	78761893	PLANNINGXPRT
Serial Number:	78599451	M FACTOR
Serial Number:	78599452	PROLAP
Serial Number:	78435769	AIS APPLIED INTELLIGENCE SOLUTIONS
Serial Number:	78369505	ALLOCATIONXPRT
Serial Number:	78108611	DEMAND BETTER

CH \$415.00 85273436

Serial Number:	76200571	
Serial Number:	78350278	ALLOCATIONXPRT
Serial Number:	76200307	DEMANDTEC

CORRESPONDENCE DATA

Fax Number: 9147654370

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

Phone: 9147654353

Email: ibmtm@us.ibm.com

Correspondent Name: Leonora Hoicka

Address Line 1: North Castle Drive

Address Line 4: Armonk, NEW YORK 10504

NAME OF SUBMITTER:	Grazia T. Micewicz
Signature:	/Grazia T. Micewicz/
Date:	09/28/2012

Total Attachments: 2

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ASSIGNMENT

ASSIGNMENT made this 14th day of September, 2012, between DemandTec, Inc. (Assignor"), a corporation organized and existing under the laws of the California with a place of business at 1 Franklin Parkway, Building 910 San Mateo California 94403, 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 August 1, 2012.

ASSIGNOR: DemandTec, Inc.

By:

Michael C. Wilson

Name: Michael C. Wilson

Title: Secretary

On this 14th day of September, 2012 before me personally appeared Michael C. Wilson, who declared that he is duly and lawfully authorized to execute this Assignment on behalf of DemandTec, Inc. and acknowledged the foregoing signature to be his own.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Kathryn Lee
Notary Public



Schedule A

Mark	Ser. No.
SHOPALYTICS	85273436
DEMANDBETTER	77886886
PROMOTIONXPERT	78761799
MARKDOWNXPERT	78761837
DEMANDXPERT	78761857
REPLENISHXPERT	78761873
ASSORTMENTXPERT	78761882
PLANNINGXPERT	78761893
M FACTOR	78599451
PROLAP AIS APPLIED INTELLIGENCE SOLUTIONS	78599452 78435769
ALLOCATIONXPERT	78369505
DEMAND BETTER	78108611
Design Only	76200571
ALLOCATIONXPERT	78350278
DEMANDTEC	76200307