

TRADEMARKS ONLY

To the Director of the U.S. Patent and Trademark Office. Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):
Silicon Valley Bank
3003 Tasman Drive
Santa Clara, CA 95054

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State: CA
 Other

Additional name(s) of conveying parties attached? Yes No

2. Name and address of receiving party(ies):
Additional name(s) of conveying parties attached? Yes No

Name: **Aprimo, Incorporated**

Internal Address:

Street Address: **900 East 96th Street, Suite 400**

City: **Indianapolis**
State: **IN**
Country: **USA**
Zip: **46240**

3. Nature of conveyance/ Execution Date(s):

Execution Date(s): **October 24, 2012**

Assignment Merger
 Security Agreement Change of Name
 Other : **Release**

Association Citizenship
 General Partnership Citizenship
 Limited Partnership Citizenship
 Corporation Citizenship : **United States, Delaware**
 Other Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark:

A. Trademark Application No.(s)	B. Trademark Registration No.(s)
	2698048
	2657997
	2666470

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Additional sheets attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **UCC Direct Services**

Internal Address: **Attn: 14080632**

Street Address: **187 Wolf Road, Suite 101**

City: **Albany** State: **NY** ZIP: **12205**

Phone Number: **1-800-342-3676 X 4065**

Fax Number: **1-800-962-7049**

Email Address: **cls-udsalbany@wolterskluwer.com**

6. Total number of applications and registrations involved: **3**


7. Total fee (37 CFR 2.6 (b)(6) & 3.41): **\$ 90.00**

Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers **1640**
Expiration Date **10/13**

b. Deposit Account Number
Authorized User Name

9. Signature: 
Joseph D Borgman Signature
Name of Person Signing

10-25 Date

Total number of pages including cover sheet, attachments, and document:

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK

OP \$90.00 269804

**RELEASE OF SECURITY AGREEMENT COVERING
INTERESTS IN TRADEMARKS**

Silicon Valley Bank ("Secured Party"), hereby releases its security interest in the interests of **Aprimo, Incorporated** ("Assignor") in the trademarked works set forth in that certain **Intellectual Property Security Agreement** dated, 09/30/2004, executed by Assignor in favor of Secured Party recorded with the United States Department of Commerce, Patent and Trademark Office on 10/13/2004, Reel 2954, Frame 0586.

Dated: **October 24, 2012**

SILICON VALLEY BANK

By: *Romil Randhawa*
Name: **Romil Randhawa**
Title: **Sr. Ops Manager**



United States Patent and Trademark Office

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Trademark Assignment Details

Reel/Frame: 2954/0586[View Recorded Assignment](#)

Pages: 13

Received: 10/13/2004

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Conveyance: SECURITY AGREEMENT

Total properties: 3

1	Serial #: <u>75629328</u> Mark: ACTIVITY RESOURCE CENTER	Filing Dt: 01/28/1999	Reg #: <u>2698048</u>	Reg. Dt: 03/18/2003
2	Serial #: <u>76152972</u> Mark: MANAGING THE BUSINESS OF MARKETING	Filing Dt: 10/24/2000	Reg #: <u>2657997</u>	Reg. Dt: 12/10/2002
3	Serial #: <u>76386166</u> Mark: APRIMO	Filing Dt: 03/22/2002	Reg #: <u>2666470</u>	Reg. Dt: 12/24/2002

Assignor

1 APRIMO, INCORPORATED

Exec Dt: 09/30/2004

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee

1 SILICON VALLEY BANK
3003 TASMAN DRIVE
SANTA CLARA, CALIFORNIA 95054

Entity Type: CHARTERED BANK

Citizenship: CALIFORNIA

Correspondence name and address

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2001 JEFFERSON DAVIS HIGHWAY
SUITE 1007
ARLINGTON, VA 22202

Search Results as of: 10/24/2012 12:56 PM

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350 v.2.3.2
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