

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
The Brian Madden Company, LLC		11/18/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	TechTarget, Inc.		
Street Address:	275 Grove Street		
City:	Newton		
State/Country:	MASSACHUSETTS		
Postal Code:	02466		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3313499	BRIFORUM	
CORRESPONDENCE DATA			
Fax Number:	6179041775		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	617-413-8005		
Email:	dweinstein@gtclawgroup.com		
Correspondent Name:	Donna Weinstein		
Address Line 1:	400 Blue Hill Drive		
Address Line 2:	GTC Law Group		
Address Line 4:	Westwood, MASSACHUSETTS 02090		
ATTORNEY DOCKET NUMBER:	TECHTARGET TRADEMARKS		
NAME OF SUBMITTER:	Donna Weinstein		
Signature:	/Donna Weinstein/		

CH \$40.00 3313499

Date:

06/27/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT (this "Assignment") is made as of November 18, 2008, by The Brian Madden Company, LLC, a Delaware limited liability company ("Assignor"), in favor of TechTarget, Inc., a Delaware corporation ("Assignee").

RECITALS

Concurrently herewith, Buyer and Seller are consummating the transactions contemplated by that certain ASSET PURCHASE AND SALE AGREEMENT, dated as of even date herewith between Assignor, and Brian Madden, the Sole Member of Assignor, and Assignee (the "Purchase Agreement"), pursuant to which Assignee is acquiring from Assignor substantially all of the assets of Assignor. All terms not otherwise defined herein shall have the same meaning as in the Purchase Agreement.

WHEREAS, in connection with the Purchase Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to obtain, any and all right, title and interest that Assignor may have in and to all trade names, logos, trade dress, common law trademarks and service marks, trademark and service mark registrations and applications therefor, throughout the world which Assignor may have, including without limitation the following (hereinafter, the "Marks"):

BriForum, which is the subject of trademark registration number 3,313,499

The arrow logo mark that is the subject of trademark registration number 3,296,619

NOW, THEREFORE, in consideration of the agreements made herein and in the Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby covenants and agrees as follows.

1. **ASSIGNMENT:** Assignor does hereby assign, sell, transfer and convey unto Assignee any and all worldwide right, title and interest in and to the Marks and any U.S. and foreign applications or registrations therefor which Assignor may have and all registration rights with respect to the Marks, together with the business and the goodwill of the business in connection with which the Marks are used or intended to be used and which are symbolized by the Marks, including, but not limited to, the use of the Marks on or in connection with any goods or services of in any other manner; and Assignor does hereby further assign, sell, transfer and convey unto Assignee any and all claims of Assignor for past infringement and any and all causes of action of Assignor with respect to or arising out of the Marks, including the right to sue for, settle, or release any past, present, or future infringement thereof or unfair competition involving the same along with the right to recover damages and profits for past infringements thereof.

2. **NO USE/CHALLENGE:** Assignor shall not, now or in the future, use the Marks, or challenge Assignee's right and title to the Marks, including the right of Assignee in and to its current and/or future registrations and applications for such marks, domain names and other applicable registrations or seek to obtain or maintain State or Federal trademark registrations for the Marks or any mark or domain name similar thereto.

3. **AUTHORITY:** Assignor represents and warrants that it has the full right, power and authority to enter into and deliver this Assignment.

4. **CEASE AND DESIST:** Upon execution of this Agreement, Assignor shall (i) cease and desist any and all use of the Marks, including use of Assignor's former company name; and (ii) destroy any and all merchandise and materials bearing the Marks not otherwise transferred to Assignee in connection with the Purchase Agreement.

5. **CONTINUING OBLIGATIONS:** Assignor agrees to assist Assignee, upon request, by taking any reasonable action that may be necessary for the perfecting, securing and completing of this Assignment, including the execution of documentation required by any State or Federal agency and/or registrar responsible for the registration or administration of the Marks, including without limitation the United States Patent and Trademark Office.

6. **BINDING EFFECT:** The covenants and conditions contained in this Assignment shall apply to and bind the parties hereto and their heirs, legal representatives, successors and permitted assigns. Nothing herein contained shall itself change, amend, extend or alter (nor shall it be deemed or construed as changing, amending, extending or altering) the terms or conditions of the Purchase Agreement in any manner whatsoever. In the event of any conflict or other difference between the Purchase Agreement and this Assignment, the provisions of the Purchase Agreement shall control.

7. **GOVERNING LAW:** This Assignment shall be governed by and construed in accordance with the law of the Commonwealth of Massachusetts without regard to its conflicts of laws principles.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment the day and year first written above.

ASSIGNOR:

THE BRIAN MADDEN COMPANY, LLC

By

[Signature]
Name: *Brian Madden*
Title: *PRESIDENT*

STATE OF Maryland,
COUNTY OF Anne Arundel

ss.:

On this 18th day of November, before me personally came Brian Madden to me known, who being by me duly sworn, did depose and say that he is the person described in and which executed the foregoing Trademark Assignment in my presence and declared the same to be of his free act and deed, on the day and year first above written.

[Signature]
Notary Public

11/18/08



JONG B. LEE
Notary Public, State of Maryland
County of Anne Arundel
My Commission Expires February 3, 2010