

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM357736

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	1		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Harte Hanks, Inc.		04/14/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Market Intelligence, LLC		
<b>Street Address:</b>	9980 Huennekens Street, Suite 200		
<b>City:</b>	San Diego		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92121		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77534347	CI PIPELINE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6177422355		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	617-742-4200		
<b>Email:</b>	trademark@riw.com		
<b>Correspondent Name:</b>	Stacey C. Friends, Esq.		
<b>Address Line 1:</b>	Ruberto, Israel & Weiner, P.C.		
<b>Address Line 2:</b>	255 State Street, 7th Floor		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02109		
<b>ATTORNEY DOCKET NUMBER:</b>	12131-1		
<b>NAME OF SUBMITTER:</b>	Stacey C. Friends, Esq.		
<b>SIGNATURE:</b>	/stacey c. friends/		
<b>DATE SIGNED:</b>	10/07/2015		
<b>Total Attachments: 4</b>			
source=Executed Assignment - 4-14-15 (00446149xA4627)#page1.tif			
source=Executed Assignment - 4-14-15 (00446149xA4627)#page2.tif			
source=Executed Assignment - 4-14-15 (00446149xA4627)#page3.tif			

CH \$40.00 77534347



## TRADEMARK ASSIGNMENT

This Trademark Assignment is made and entered into as of April 14, 2015 ("Effective Date") by Harte Hanks, Inc., a Delaware corporation, having a principal business address at 9601 McAllister Freeway, Suite 610, San Antonio, Texas 78216 (hereinafter "Assignor"), in favor of Market Intelligence, LLC, a California limited liability company, having a principal business address at 9980 Huennekens Street, Suite 200, San Diego, CA 92121 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of the trademarks set forth on Schedule A (hereinafter "Marks") and the goodwill developed through the use of the Marks;

WHEREAS, Assignee is desirous of acquiring all rights to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor represents and warrants that: (i) it is the sole owner of and controls all right, title and interest in the Marks free and clear of any liens or encumbrances; (ii) it is the sole person authorized to enter into agreements with respect to the Marks; and (iii) there are no other agreements with any other party in conflict with this Trademark Assignment.

2. Assignor hereby sells, assigns, transfers and sets over to Assignee, its entire right, title and interest, including common law rights, in and to the Marks, as part of a transfer of that portion of its business pertaining to the Marks, together with the goodwill of the business symbolized by the Marks, including the right to sue for and receive all damages from past, present and future infringements of the Marks, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

3. From time to time after the date hereof, and for no further consideration, Assignor and Assignee shall execute, acknowledge and deliver such assignments, transfers, consents, assumptions and other documents and instruments and take such other actions as may reasonably be necessary to consummate the transactions contemplated hereby, including the execution of an assignment document more appropriate for a specific jurisdiction.

*[Signature Page Follows]*

**IN WITNESS WHEREOF**, Assignor and Assignee have caused this Trademark Assignment to be executed by their duly authorized representative as of the Effective Date.

**Assignor:**

By: 

Name: Douglas C. Shepard

Title: Executive Vice President & CFO

**Assignee:**

By: \_\_\_\_\_

Name: Robert L. R. Munden

Title: Vice President & Secretary

[SIGNATURE PAGE - TRADEMARK ASSIGNMENT - HARTE BANKS, INC.]


**TRADEMARK**  
**REEL: 005639 FRAME: 0606**

**IN WITNESS WHEREOF**, Assignor and Assignee have caused this Trademark Assignment to be executed by their duly authorized representative as of the Effective Date.

**Assignor:**

By: \_\_\_\_\_  
Name: Douglas C. Shepard  
Title: Executive Vice President & CFO

**Assignee:**

By:   
Name: Robert L. R. Munden  
Title: Vice President & Secretary

[SIGNATURE PAGE - TRADEMARK ASSIGNMENT- HARTE HANKS, INC.]

**TRADEMARK**  
**REEL: 005639 FRAME: 0607**

**Schedule A**

**Trademarks**

<b>Trademark</b>	<b>Application Number</b>	<b>Application Date</b>	<b>Registration Number</b>	<b>Registration Date</b>	<b>Country</b>
CI PIPELINE	77534347	30-Jul-08	3702987	27-Oct-09	United States of America
CI TECHNOLOGY DATABASE	003477338	30-Oct-03	003477338	18-Jan-05	CTM

[SCHEDULE A – TRADEMARK ASSIGNMENT]

AM 48702475.1