

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM401607

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Trillium Software, Inc.		10/11/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Harte-Hanks Strategic Marketing, Inc.		
<b>Street Address:</b>	9601 McAllister Freeway		
<b>Internal Address:</b>	Suite 610		
<b>City:</b>	San Antonio		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78216		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2550481	ALLINK	
<b>Registration Number:</b>	4249482	ALLINK	
<b>Registration Number:</b>	3320127	ADQ DIRECT	
<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>	6177424200		
<b>Email:</b>	trademark@riw.com		
<b>Correspondent Name:</b>	Stacey C. Friends, Esq.		
<b>Address Line 1:</b>	255 State St.		
<b>Address Line 2:</b>	Ruberto, Israel & Weiner, PC		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02109		
<b>ATTORNEY DOCKET NUMBER:</b>	08321-3		
<b>NAME OF SUBMITTER:</b>	Stacey C. Friends, Esq.		
<b>SIGNATURE:</b>	/stacey c. friends/		
<b>DATE SIGNED:</b>	10/11/2016		
<b>Total Attachments: 3</b>			

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## TRADEMARK ASSIGNMENT

WHEREAS, Trillium Software, Inc., a Delaware corporation with a business address of 9601 McAllister Freeway, Suite 610 San Antonio, TX 78216 ("Assignor"), has adopted and used the marks as listed on Schedule A (the "Marks"), for which and registrations have been issued (the "Registrations") by the United States Patent and Trademark Office and other foreign trademark offices;

WHEREAS, Harte-Hanks Strategic Marketing, Inc., a Delaware corporation with a business address of 9601 McAllister Freeway, Suite 610 San Antonio, TX 78216 ("Assignee") and Assignor are parties to a Contribution Agreement (the "Agreement") dated as of January 1, 2012 (the "Effective Date"), pursuant to which Assignor has agreed to transfer to Assignee and Assignee has agreed to acquire from Assignor the Assets (as defined in the Agreement), which included the Marks and Registrations. Pursuant to the Agreement, Assignor has agreed to execute such instruments as the Assignee may reasonably request in order to effectively assign to, and vest in Assignee, each of the Assets.

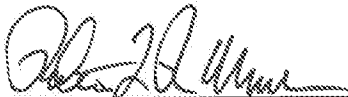
In accordance therewith, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Marks and the Registrations.

NOW, THEREFORE, Assignor, for and in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Marks, and the Registrations, together with the goodwill of the business associated therewith and which

is symbolized thereby, all rights to sue for infringement of any Mark, whether arising prior to or subsequent to the Effective Date of the Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in any jurisdiction.

**TRILLIUM SOFTWARE, INC.**

By:



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

**HARTE-HANKS STRATEGIC MARKETING, INC.**

By:



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

**SCHEDULE A  
TRADEMARK ASSIGNMENT  
BETWEEN  
TRILLIUM SOFTWARE, INC. (Assignor)  
AND  
HARTE-HANKS STRATEGIC MARKETING, INC. (Assignee)**

**DATED: OCTOBER 11, 2016**

**REGISTERED TRADEMARKS (USA)**

<b>Trademark</b>	<b>Registration No.</b>	<b>Registration Date</b>
ADQ DIRECT	3320127	10-23-2007
ALLINK	2550481	3-19-2002
ALLINK	4249482	11-27-2012

**REGISTERED TRADEMARKS (CANADA)**

<b>Trademark</b>	<b>Registration No.</b>	<b>Registration Date</b>
ALLINK	TMA652813	11-16-2005