

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM625155

<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>
The Enterprise Strategy Group, Inc.		12/28/2020	Corporation: MASSACHUSETTS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TechTarget, Inc.		
<b>Street Address:</b>	275 Grove Street		
<b>City:</b>	Newton		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02466		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3519772	ESG	
<b>Registration Number:</b>	3926455	GETTING TO THE BIGGER TRUTH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	6173957000		
<b>Email:</b>	nthtrademarks@lalaw.com		
<b>Correspondent Name:</b>	Nathan T. Harris		
<b>Address Line 1:</b>	60 State Street, 23rd Floor		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02109		
<b>ATTORNEY DOCKET NUMBER:</b>	T2090-2054 and T2090-2055		
<b>NAME OF SUBMITTER:</b>	Nathan T. Harris		
<b>SIGNATURE:</b>	/Nathan T. Harris/		
<b>DATE SIGNED:</b>	02/08/2021		
<b>Total Attachments: 3</b>			
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**CONFIRMATORY TRADEMARK ASSIGNMENT**

WHEREAS, The Enterprise Strategy Group, Inc., a Massachusetts corporation with an address at 20 Asylum Street, Milford, Massachusetts 01757 (hereinafter referred to as "Assignor"), is the owner of record of (i) U.S. Trademark Registration No. 3519772, issued on October 21, 2008 for the service mark ESG, and (ii) U.S. Trademark Registration No. 3926455, issued on March 1, 2011 for the service mark GETTING TO THE BIGGER TRUTH (hereinafter referred to as "the Marks"); and

WHEREAS, pursuant to an Asset Purchase Agreement dated as of December 28, 2020, by and among Assignor, the shareholders of Assignor and Assignee (the "APA"), TechTarget, Inc., a Delaware corporation with an address at 275 Grove Street, Newton, Massachusetts 02466 (hereinafter referred to as "Assignee"), has acquired the Marks and associated intellectual property rights, including the entire right, title, and interest in and to the Marks worldwide (see Schedule 1), and the goodwill of the business associated with the Marks, and is a successor to the portion of Assignor's business to which the Marks pertain;

NOW, THEREFORE, for good and valuable consideration as set forth in the Agreement, the receipt and sufficiency which are acknowledged, and in accordance with Sections 6.2(h) and 6.3(g) of the Agreement, Assignor does hereby acknowledge and confirm the Assignment on December 28, 2020 unto Assignee of the entire right, title, and interest in and to the Marks; the United States registration thereof; the goodwill of the business associated with the Marks; the portion of Assignor's business to which the Marks pertain; and the right to recover for past infringement of the Marks.

Date: 12/28/20  
\_\_\_\_\_  
THE ENTERPRISE STRATEGY GROUP, INC.  
[Signature]  
Name: Stephen Duplessie  
Title: CEO, Jurisdiction

Witness 1:  
Date: 12/28/20  
\_\_\_\_\_  
[Signature]  
Name: Mickelle Davisson  
Title: MA

Witness 2:  
Date: 12/28/20  
\_\_\_\_\_  
[Signature]  
Name: MICHAEL DUPLESSIE  
Title: N/A

Accepted and acknowledged:  
\_\_\_\_\_  
Date: \_\_\_\_\_  
TECHTARGET, INC.  
\_\_\_\_\_  
Name: Daniel T. Noreck  
Title: Chief Financial Officer

**CONFIRMATORY TRADEMARK ASSIGNMENT**

WHEREAS, The Enterprise Strategy Group, Inc., a Massachusetts corporation with an address at 20 Asylum Street, Milford, Massachusetts 01757 (hereinafter referred to as “Assignor”), is the owner of record of (i) U.S. Trademark Registration No. 3519772, issued on October 21, 2008 for the service mark ESG, and (ii) U.S. Trademark Registration No. 3926455, issued on March 1, 2011 for the service mark GETTING TO THE BIGGER TRUTH (hereinafter referred to as “the Marks”); and

WHEREAS, pursuant to an Asset Purchase Agreement dated as of December 28, 2020, by and among Assignor, the shareholders of Assignor and Assignee (the “APA”), TechTarget, Inc., a Delaware corporation with an address at 275 Grove Street, Newton, Massachusetts 02466 (hereinafter referred to as “Assignee”), has acquired the Marks and associated intellectual property rights, including the entire right, title, and interest in and to the Marks worldwide (*see Schedule 1*), and the goodwill of the business associated with the Marks, and is a successor to the portion of Assignor’s business to which the Marks pertain;

NOW, THEREFORE, for good and valuable consideration as set forth in the Agreement, the receipt and sufficiency which are acknowledged, and in accordance with Sections 6.2(h) and 6.3(g) of the Agreement, Assignor does hereby acknowledge and confirm the Assignment on December 28, 2020 unto Assignee of the entire right, title, and interest in and to the Marks; the United States registration thereof; the goodwill of the business associated with the Marks; the portion of Assignor’s business to which the Marks pertain; and the right to recover for past infringement of the Marks.

Date: _____	<b>THE ENTERPRISE STRATEGY GROUP, INC.</b> _____ Name: Title:
<i>Witness 1:</i> Date: _____	_____ Name: Title:
<i>Witness 2:</i> Date: _____	_____ Name: Title:
<i>Accepted and acknowledged:</i>  Date: <u>December 28, 2020</u>	<b>TECHTARGET, INC.</b>  _____ Name: Daniel T. Noreck Title: Chief Financial Officer

**Schedule 1**

Country	Mark	Filing Date	Registration Date	Status	Serial Number	Registration Number	Filing Number
USA	ESG	3/14/08	10/21/08	Registered	77422610	3519772	N/A
USA	GETTING TO THE BIGGER TRUTH	7/8/09	3/1/11	Registered	77776302	3926455	N/A
CN	ESG	9/12/08	1/28/12	Registered	N/A	6951266	N/A
EM	ENTERPRISE STRATEGY GROUP	6/13/08	6/22/09	Registered	N/A	N/A	006987614