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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

09-18-2000

08-17-2000



U.S. Patent & TMO/TM Mail Rcpt Dt. #5e

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CORDATION FORM COVER SHEET
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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
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Conveyance Type

- Assignment
- Security Agreement
- Merger
- Change of Name
- Other
- License
- Nunc Pro Tunc Assignment
Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

Formerly

2279933

- Individual
- General Partnership
- Limited Partnership
- Corporation
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- Other
- Citizenship/State of Incorporation/Organization

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- If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

09/15/2000 MTHAIL 00000445 2279933

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01 FC:481
02 FC:482

40.00 OP
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TRADEMARK
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Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number **312-321-4200**

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments. **2**

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="2,279,933"/>	<input type="text" value="2,241,363"/>	<input type="text" value="2,152,322"/>
<input type="text" value="2,153,667"/>	<input type="text" value="2,158,687"/>	<input type="text" value="2,145,028"/>
<input type="text" value="1,978,688"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#7

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41):

\$190.00

Method of Payment: Enclosed Deposit Account

Deposit Account

(enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#23-1925

Authorization to charge additional fees:

Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposition account are authorized, as indicated herein.

Colleen C. Butler

Colleen C. Butler

August 15, 2000

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF TRADEMARKS

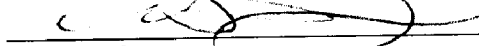
WHEREAS, DECISIVE TECHNOLOGY CORPORATION ("DECISIVE"), a California corporation with offices at 1991 Landings Drive, Mountain View, California, is the owner of the trademarks set forth in the attached Schedule A, and the United States trademark registrations therefor;

AND WHEREAS, MESSAGEMEDIA, INC. ("MESSAGEMEDIA"), a Delaware corporation with offices at 6060 Spine Road, Boulder, Colorado, is desirous of acquiring said trademarks and the United States registrations for said trademarks;


NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, DECISIVE does hereby sell, assign and transfer unto said MESSAGEMEDIA all right, title and interest in and to said trademarks together with the business associated therewith and the goodwill of the business symbolized by said trademarks and the registrations therefor.

DECISIVE TECHNOLOGY CORPORATION

Date: 7-28-00

By: 
Name: A. Laurence Jones
Title: President + CEO

On this 28th day of July, 2000, before me, a Notary Public, personally appeared A Laurence Jones, personally known to me to be the person whose name is subscribed to the foregoing instrument who stated that he had been duly authorized by the Board of Directors of said corporation to execute the foregoing instrument, and that he had signed his name to said instrument under said authority.


Notary Public

MY COMMISSION EXPIRES 4/25/2003

SCHEDULE A

Trademark

Registration No.

DECISIONSOURCE	2,279,933
REAL TIME CUSTOMER INTELLIGENCE	2,241,363
DECISIVE FEEDBACK	2,152,322
DESIGN (Swoosh)	2,153,667
DECISIVE SURVEY	2,158,687
NETSURVEY	2,145,028
DECISIVE	1,978,688