

09-28-2000



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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

9-15-00

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

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

Conveyance Type

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

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year  
09 11 2000

Name

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

- Individual  General Partnership  Limited Partnership

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

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.)

FOR OFFICE USE ONLY

09/27/2000 DNGUYEN 00000148 76021697

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40.00 DP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 002150 FRAME: 0009

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

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. #

**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" value="76-021,697"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

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

**Number of Properties**

Enter the total number of properties involved. #

**Fee Amount**

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

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: #

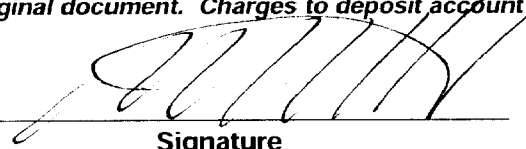
Authorization to charge additional fees: Yes  No

**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 deposit account are authorized, as indicated herein.

Mark A. Wright, Esquire

Name of Person Signing



Signature

9/12/00

Date Signed

## ASSIGNMENT

WHEREAS, Digital Idea, LLC, a Delaware limited liability company, with an address of 274 Riverside Avenue, Westport, Connecticut 06880 (hereinafter the "Assignor"), warrants that it is the sole and exclusive owner of the entire right, title, interest, and goodwill in the service mark DIALSCORE (the "Mark") and a federal application for DIALSCORE pending with the United States Patent and Trademark Office identified in Schedule A attached hereto (the "Application"); and

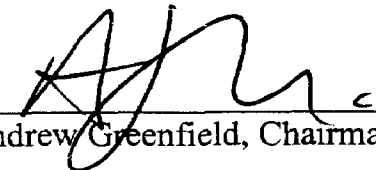
WHEREAS, The Greenfield Companies, Inc., a Connecticut corporation, with an address of 274 Riverside Avenue, Westport, Connecticut 06880 (hereinafter the "Assignee"), is desirous of acquiring all of the Assignor's right, title, interest in and to the Mark and Application, together with the goodwill of the business symbolized by the Mark and Application.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee, its successors and assigns, all right, title, and interest throughout the United States, its territories and all foreign countries in and to the Mark and Application identified in Schedule A hereto; together with the goodwill of the business symbolized by said Mark and Application, and all rights of action and recovery for past infringement thereof for the full term and all subsequent terms of any registration as fully and entirely as the same would have been held and enjoyed by the Assignor had this assignment not been made. This assignment is made free and clear of any liens and encumbrances.

**Assignor**  
Digital Idea, LLC

By: The Greenfield Companies, Inc.,  
Managing Member

Dated: 9/11, 2000

By:   
Andrew Greenfield, Chairman

Schedule A

To the Assignment dated 9/11, 2000 between Digital Idea, LLC, a Delaware limited liability company, with an address of 274 Riverside Avenue, Westport, Connecticut 06880, the Assignor, and The Greenfield Companies, Inc., a Connecticut corporation, with an address of 274 Riverside Avenue, Westport, Connecticut 06880, the Assignee.

U.S. Mark and Application:

<u>Mark</u>	<u>Serial/ Application No.</u>	<u>Date Filed</u>
DIALSCORE	76-021,697	April 10, 2000

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