

09-28-2000



101474608

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

9-14-00

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
- Merger Effective Date
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

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/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

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

09/27/2000 DNGUYEN 00000147 75871737

FOR OFFICE USE ONLY

01 FC:481 40.00 DP
02 FC:482 25.00 DP

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)

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.)

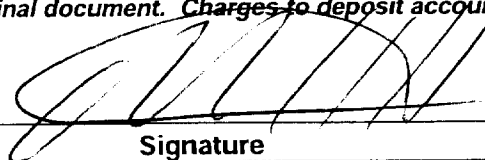
Deposit Account Number: #

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

9/11/00
Date Signed

ASSIGNMENT

WHEREAS, Greenfield Knowledge Ondemand, 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 trademarks/service marks INSIGHTS INTO MARKETS IN MOTION and GREENFIELD KNOWLEDGE ON DEMAND and their respective federal applications pending with the United States Patent and Trademark Office identified in Schedule A attached hereto (hereinafter the "Applications") (the marks with the applications pending are hereinafter collectively referred to as the "Marks"); 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 said Applications, together with the goodwill of the business symbolized by the Marks and Applications.

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 Marks and Applications identified in Schedule A hereto; together with the goodwill of the business symbolized by said Marks and Applications, and all rights of action and recovery for past infringement thereof for the full term and all subsequent terms of any registrations 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

Greenfield Knowledge Ondemand, LLC

By: The Greenfield Companies, Inc.,
Managing Member

Dated: 5/15, 2000

By: 
Andrew Greenfield, Chairman

Schedule A

To the Assignment dated 8/15, 2000 between Greenfield Knowledge Ondemand, 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.

Federal Applications:

<u>Serial No.</u>	<u>Mark</u>	<u>Date Filed</u>
75-871,737	INSIGHTS INTO MARKETS IN MOTION	12/14/99
75-871,953	GREENFIELD KNOWLEDGE ON DEMAND	12/14/99

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McLane, Graf,
Raulerson &
Middleton

Professional Association

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OFFICES IN:
MANCHESTER
CONCORD
PORTSMOUTH
NASHUA

September 12, 2000

Commissioner for Trademarks and Patents
BOX ASSIGNMENTS
Washington, D.C. 20231

**Re: GREENFIELD KNOWLEDGE ONDEMAND
(Serial No. 75-871,737)
INSIGHTS INTO MARKETS IN MOTION
(Serial No. 75-871,953)**

Dear Sir:

Enclosed for recording please find a Recordation Form Cover Sheet with respect to trademark application serial numbers 75-871,737 and 75-871,953. I have also enclosed a copy of the assignment evidencing transfer of ownership of the marks and applications from Greenfield Knowledge onDemand, LLC to The Greenfield Companies, Inc. A check in the amount of \$65 is also enclosed to cover the filing fee for two marks.

If you have any questions, please do not hesitate to contact me.

Sincerely yours,

Mark A. Wright

MAW/je
Enclosure
cc: Lisa Parente
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