

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
Tab settings ⇌ ⇌ ⇌

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
The Greenfield Companies, Inc.

- Individual(s)
- General Partnership
- Corporation-State of Connecticut
- Other _____
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: April 10, 2002

2. Name and address of receiving party(ies)

Name: Greenfield Consulting Group, LLC
Internal
Address: _____

Street Address: 274 Riverside Avenue
City: Westport State: CT Zip: 06880

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State _____
- Other Delaware limited liability company

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
75/519,206, 75/519,207, 75/776,032

Additional number(s) attached Yes No

B. Trademark Registration No.(s)
See attached Schedule "A"

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jeffrey C. Katz
Internal Address: DAVIS & GILBERT LLP

Street Address: 1740 Broadway - 3rd Floor

City: New York State: NY Zip: 10019

6. Total number of applications and registrations involved: 20

7. Total fee (37 CFR 3.41).....\$ 515.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

501765

DO NOT USE THIS SPACE

9. Signature.

Jeffrey C. Katz
Name of Person Signing


Signature

May 17, 2002
Date

4

Total number of pages including cover sheet, attachments, and document:
Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

SCHEDULE "A"

Mark	Reg. No.
Site Insight	2,127,227
Site Insight (and design)	2,194,258
Site Insight (and design)	2,202,508
Navigational Ergonomics	2,286,932
Greenfield	2,271,344
Dragon	2,324,537
WETI	2,403,562
Greenfield Online	2,411,834
E-Cominsight	2,417,137
A Guiding Intelligence for the Interactive World	2,418,893
SiteRx	2,419,873
BrandPrint	2,429,258
Greenfield Consulting Group	2,440,122
Digital Idea (old design)	2,460,536
DialScore	2,469,139
Insights into Markets in Motion	2,475,232
Greenfield Knowledge on Demand	2,491,271
Digital Idea	

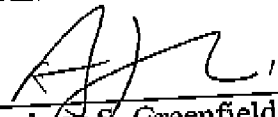
TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, effective as of April 10th, 2002, from The Greenfield Companies, Inc., a Connecticut corporation with offices at 274 Riverside Avenue, Westport, Connecticut 06880 ("Assignor") to Greenfield Consulting Group, LLC, a Dealware limited liability company with offices at 274 Riverside Avenue, Westport, Connecticut 06880 ("Assignee").

WHEREAS, Assignor has adopted and is using the trademarks listed on Exhibit A hereto, Assignor desires to assign said marks to Assignee, and Assignee desires to acquire said marks together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, for ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee all right, title and interest in and to the marks listed on Exhibit A hereto, together with the goodwill of the business symbolized thereby, all registrations and applications to register said marks, and the right to sue and collect damages for any past infringement of said marks.

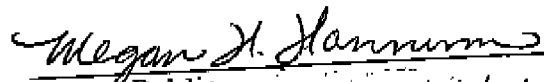
THE GREENFIELD COMPANIES, INC.



By: Andrew S. Greenfield
Its: Chairman and CEO

STATE OF CONNECTICUT)
) ss: Westport, Ct
COUNTY OF FAIRFIELD)

On this 10th day of April, 2002, before me appeared Andrew S. Greenfield, who acknowledged himself to be the Chairman and CEO of The Greenfield Companies, Inc., a corporation, and that he, being authorized to do so, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by himself as its Chairman and CEO.


Notary Public
My commission expires 5/31/04

MEGAN H. HANNUM
NOTARY PUBLIC
MY COMMISSION EXPIRES MAY 31, 2004

Exhibit A

Country	Mark	Reg./Ser. #
		831,812
Australia	Greenfield	823.384.020
Brazil	Greenfield	2001/0004937
China	Greenfield	1,433,960
E.C.	Greenfield	1,433,473
	Digital Idea	2000/27035
Hong Kong	Greenfield	4,491,045
Japan	Greenfield	422,368
Mexico	Greenfield	2,417,137
U.S.	A Guiding Intelligence for the Interactive World	75/519,206
	Banner Insight	75/519,207
	Beta Insight	2,419,873
	BrandPrint	2,460,536
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	Digital Idea (old design)	2,271,344
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