

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Intelliseek, Inc.		02/14/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Trendum Ltd.
Street Address:	4 Shenkar Street
Internal Address:	POB 12686
City:	Herzliya
State/Country:	ISRAEL
Postal Code:	46733
Entity Type:	CORPORATION: ISRAEL

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Serial Number:	78499682	BLOGPULSE
Serial Number:	78550995	BOARDPULSE
Registration Number:	2954935	BRANDPULSE
Registration Number:	2526953	BUYERSBUZZ
Registration Number:	2490219	BUYERSBUZZ
Registration Number:	2552322	CORE360
Registration Number:	2533978	COREINTELLECT
Registration Number:	2744712	OPION
Registration Number:	2617791	EXPRESS FEEDBACK
Registration Number:	2790870	INTELLISEEK
Registration Number:	2644390	KNOW MORE...NOW
Registration Number:	2449273	THE LISTENING POST
Registration Number:	2542610	POWERED BY I

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Registration Number:	2590806	
Registration Number:	2897562	BRANDPULSE
Registration Number:	2643681	INTELLISEEK
Registration Number:	2434872	INVISIBLEWEB.COM
Registration Number:	2387711	
Registration Number:	2534595	BULLSEYE PRO
Registration Number:	2483150	INTELLICLIP
Registration Number:	2782105	INTELLISEEK
Registration Number:	2298993	BULLSEYE

CORRESPONDENCE DATA

Fax Number: (703)749-1301
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (703) 749-1300
Email: powells@gtlaw.com,mitchellp@gtlaw.com
Correspondent Name: Steven B. Powell
Address Line 1: 1750 Tysons Boulevard
Address Line 2: Suite 1200
Address Line 4: McLean, VIRGINIA 22102

ATTORNEY DOCKET NUMBER:	83214.010500
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DOMESTIC REPRESENTATIVE

Name: Steven B. Powell
Address Line 1: Greenberg Traurig, LLP
Address Line 2: 1750 Tysons Boulevard, Suite 1200
Address Line 4: McLean, VIRGINIA 22102

NAME OF SUBMITTER:	Steven B. Powell
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Signature:	/steven b. powell/
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Date:	03/27/2006
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Total Attachments: 6
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“**Assignment**”) is effective as of February 14, 2006 (“**Effective Date**”) from INTELLISEEK, INC., a Delaware corporation (“**Assignor**”) to TRENDUM LTD., a corporation organized under the laws of Israel (“**Assignee**”).

WHEREAS, Assignor has adopted, is using and is the exclusive owner of all right, title, and interest in and to each of the trademarks listed on the attached Exhibit A (the “**Trademarks**”);

WHEREAS, Assignor, Assignee and BuzzMetrics, Inc., a corporation organized under the laws of Delaware (“**Parent Sub**”), have entered into an Asset Purchase Agreement dated as of January 10, 2006 (the “**Purchase Agreement**”), which Purchase Agreement provides, among other things, for the sale, transfer, assignment and conveyance of substantially all of Assignor’s assets used or usable in Assignor’s business, defined in the Purchase Agreement as the “**Purchased Assets**;”

WHEREAS, Assignee wishes to acquire from Assignor the entirety of Assignor’s right, title and interest in and to the Trademarks; and

WHEREAS, the parties hereto wish to evidence such assignment as set forth below.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby assigns, transfers and conveys to Assignee, its successors and assigns forever, Assignor’s entire right, title and interest in, to and under the following: (a) the Trademarks and the goodwill of Assignor’s business appertaining thereto and/or symbolized thereby; (b) any and all other rights, privileges and priorities of Assignor provided under United States, state or foreign law with respect to the Trademarks, including without limitation common law rights, trade dress rights and rights under the laws of unfair competition (“**Related Rights**”); (c) any and all rights to contest, protest or sue at law or in equity for any infringement, imitation, impairment, distortion, dilution or other unauthorized use or conduct in derogation of the Trademarks and Related Rights occurring prior to or after the Effective Date, including the right to receive all proceeds and damages therefrom; and (d) any and all rights to obtain renewals of registration or other legal protections pertaining to the Trademarks and Related Rights.

2. Third Party Beneficiary. Nothing expressed or implied in this Assignment is intended to confer upon any person other than Assignor and Assignee and their respective successors and permitted assigns, any rights, remedies, obligations or liabilities under or by reason of this Assignment.

3. Limitation. This Assignment is intended to implement the provisions of the Purchase Agreement and shall not be construed to enhance, extend or limit the rights or obligations of the Assignor, Assignee or Parent Sub thereunder. To the extent any provision of this instrument is inconsistent with the Purchase Agreement, the provisions of the Purchase Agreement shall control.

4. Governing Law. This Assignment will be governed by and construed in accordance with the laws of the State of New York without giving effect to any choice or conflict of law provision or rule that would cause the application of the laws of any other jurisdiction.

5. Further Assurances. Each of the parties hereto shall execute and deliver such further instruments and other documents as the other party may reasonably request to effectuate the purposes of, or to evidence the transactions contemplated by, this Assignment.

6. Counterparts. This Assignment may be signed in any number of counterparts, each of which shall be an original, with the same effect as if the signature thereto and hereto were upon the same instrument. This Assignment shall become effective when each party hereto shall have received a counterpart hereof signed by the other parties hereto.

[Signature page follows. Remainder of page intentionally left blank.]

IN WITNESS WHEREOF, the parties hereto, intending to be legally bound by the terms hereof, have executed this Trademark Assignment as of the date first above written.

INTELLISEEK, INC.

By: Mahendra Vora
Name: MAHENDRA VORA
Title: CHAIRMAN

State of Ohio)
: SS
County of Hamilton)

On this 10th day of February, 2006, before me appeared Mahendra Vora, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of Intelliseek, Inc. with authority to do so.



Michael John Moeddel
Attorney at Law
Notary Public, State of Ohio
My Commission has no expiration date

Michael John Moeddel
Signature of Notary Public

TRENDUM LTD.

By: Richard Nelson
Name: Richard Nelson
Title: Executive VP

State of New York)
: SS
County of New York)

On this 13th day of February, 2006, before me appeared Richard Nelson, the person who signed this instrument, who acknowledged that he/she signed it as a free act on behalf of Trendum Ltd. with authority to do so.

Kevin T. Keenan
Signature of Notary Public

KEVIN T KEENAN
NOTARY PUBLIC, STATE OF NEW YORK
NO. 01KE6029897
QUALIFIED IN NEW YORK STATE
COMMISSION EXPIRES 08/30/2009

EXHIBIT

A

EXHIBIT A
TRADEMARKS

<u>Mark</u>	<u>Serial/Registration No.</u>	<u>Filing/Registration Date</u>
BLOGPULSE	78/499,682	October 14, 2004
BOARDPULSE	78/550,995	January 20, 2005
BRANDPULSE	2,954,935	May 24, 2005
BUYERSBUZZ	2,526,953	January 8, 2002
BUYERSBUZZ	2,490,219	September 18, 2001
CORE360	2,552,322	March 26, 2002
COREINTELLECT	2,533,978	January 29, 2002
OPION	2,744,712	July 29, 2003
EXPRESSFEEDBACK	2,617,791	September 10, 2002
INTELLISEEK	2,790,870	December 9, 2003
KNOW MORE...NOW	2,644,390	October 29, 2002
THE LISTENING POST	2,449,273	May 8, 2001
POWERED BY I	2,542,610	February 26, 2002
Design mark (circles with two breaks or divided in the middle)	2,590,806	July 9, 2002
BRANDPULSE	2,897,562	October 26, 2004
INTELLISEEK	2,643,681	October 29, 2002
INVISISBLEWEB.COM	2,434,872	March 13, 2001
Design mark (arrows forming a circle or an arc of a circle)	2,387,711	September 19, 2000
BULLSEYE PRO	2,534,595	January 29, 2002

INTELLICLIP	2,483,150	August 28, 2001
INTELLISEEK	2,782,105	November 11, 2003
BULLSEYE	2,298,993	December 7, 1999

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