

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Trendum Ltd.		02/23/2006	CORPORATION: ISRAEL

RECEIVING PARTY DATA	
Name:	BuzzMetrics 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

CH \$565.00 78499682

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:	03/28/2006
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Total Attachments: 0

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