

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Exacttarget, Inc.		11/18/2010	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Silicon Valley Bank
Street Address:	303 Tasman Drive, HG 150
City:	Santa Clara
State/Country:	CALIFORNIA
Postal Code:	95054
Entity Type:	Association: CALIFORNIA

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	3157611	EXACTTARGET
Registration Number:	2994619	DELIVERABILITY REPORT CARD
Registration Number:	3601484	
Registration Number:	3601483	SUBSCRIBERS RULE!
Registration Number:	2624201	EXACTTARGET
Registration Number:	3708380	ET@
Serial Number:	85156681	EXACTTARGET PULSE
Serial Number:	85156683	EXACTTARGET FUEL
Serial Number:	85156685	NEXUS ECOSYSTEM
Serial Number:	85156687	INTERACTIVE MARKETING HUB
Serial Number:	85156688	AUTOMATION STUDIO
Serial Number:	85156690	REPORT BUILDER
Serial Number:	85156692	AUDIENCE BUILDER

**CORRESPONDENCE DATA**

**900176436**

**TRADEMARK  
 REEL: 004422 FRAME: 0134**

**CH \$340.00 3157611**

Fax Number: (202)408-3141  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 800-927-9801 x2348  
Email: jpaterso@cscinfo.com  
Correspondent Name: Corporation Service Company  
Address Line 1: 1090 Vermont Avenue NW, Suite 430  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	591373
NAME OF SUBMITTER:	Jean Paterson
Signature:	/jep/
Date:	11/29/2010

Total Attachments: 15  
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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of the Effective Date by and between SILICON VALLEY BANK ("Bank") and EXACTTARGET, INC. ("Grantor").

### RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodation to Grantor (the "Loans") in the amounts and manner set forth in that certain Loan and Security Agreement by and between Bank and Grantor dated as of the Effective Date (as the same may be amended, modified or supplemented from time to time, the "Loan Agreement"; capitalized terms used herein are used as defined in the Loan Agreement). Bank is willing to make the Loans to Grantor, but only upon the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks, Patents, and Mask Works (as each term is described below) to secure the obligations of Grantor under the Loan Agreement.

B. Pursuant to the terms of the Loan Agreement, Grantor has granted to Bank a security interest in all of Grantor's right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of its obligations under the Loan Agreement, Grantor hereby represents, warrants, covenants and agrees as follows:

### AGREEMENT

To secure its obligations under the Loan Agreement, Grantor grants and pledges to Bank a security interest in all of Grantor's right, title and interest in, to and under its intellectual property (all of which shall collectively be called the "Intellectual Property Collateral"), including, without limitation, the following:

1. Any and all copyright rights, copyright applications, copyright registrations and like protections in each work or authorship and derivative work thereof, whether published or unpublished and whether or not the same also constitutes a trade secret, now or hereafter existing, created, acquired or held, including without limitation those set forth on Exhibit A attached hereto (collectively, the "Copyrights");

2. Any and all trade secrets;

3. Any and all intellectual property rights in computer software and computer software products now or hereafter existing, created, acquired or held;

4. Any and all design rights that may be available to Grantor now or hereafter existing, created, acquired or held;

5. All patents, patent applications and like protections including, without limitation, improvements, divisions, continuations, renewals, reissues, extensions and continuations-in-part of the same, including without limitation the patents and patent applications set forth on Exhibit B attached hereto (collectively, the "Patents");

6. Any trademark and servicemark rights, whether registered or not, applications to register and registrations of the same and like protections, and the entire goodwill of the business of Grantor connected with and symbolized by such trademarks, including without limitation those set forth on Exhibit C attached hereto (collectively, the "Trademarks");

7. All mask works or similar rights available for the protection of semiconductor chips, now owned or hereafter acquired, including, without limitation those set forth on Exhibit D attached hereto (collectively, the "Mask Works");

8. Any and all claims for damages by way of past, present and future infringements of any of the rights included above, with the right, but not the obligation, to sue for and collect such damages for said use or infringement of the intellectual property rights identified above;

9. All licenses or other rights to use any of the Copyrights, Patents, Trademarks, or Mask Works and all license fees and royalties arising from such use to the extent permitted by such license or rights;

10. All amendments, extensions, renewals and extensions of any of the Copyrights, Trademarks, Patents, or Mask Works; and

11. All proceeds and products of the foregoing, including without limitation all payments under insurance or any indemnity or warranty payable in respect of any of the foregoing.

This security interest is granted in conjunction with the security interest granted to Bank under the Loan Agreement. The rights and remedies of Bank with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Loan Documents, and those which are now or hereafter available to Bank as a matter of law or equity. Each right, power and remedy of Bank provided for herein or in the Loan Agreement or any of the Loan Documents, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein and the exercise by Bank of any one or more of the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Loan Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Bank, of any or all other rights, powers or remedies.

[Signature page follows.]

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

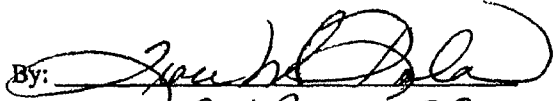
GRANTOR:

Address of Grantor:

20 North Meridian Street, Suite 200  
Indianapolis, Indiana 46204

Attn: Brent Misby

EXACTTARGET, INC.

By: 

Title: EVP + CFO

BANK:

Address of Bank:

3003 Tasman Drive  
Santa Clara, CA 95054-1191

Attn: Loan Services

SILICON VALLEY BANK

By: \_\_\_\_\_

Title: \_\_\_\_\_

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

Address of Grantor:

20 North Meridian Street, Suite 200  
Indianapolis, Indiana 46204

Attn: \_\_\_\_\_

GRANTOR:

EXACTTARGET, INC.

By: \_\_\_\_\_

Title: \_\_\_\_\_

Address of Bank:

3003 Tasman Drive  
Santa Clara, CA 95054-1191

Attn: Loan Services

BANK:

SILICON VALLEY BANK

By:  \_\_\_\_\_

Title: RM II \_\_\_\_\_

EXHIBIT A

Copyrights

Description

Registration/  
Application  
Number

Registration/  
Application  
Date

[NONE]

EXHIBIT B

Patents

<b>Invention Title</b>	<b>Serial Number</b>	<b>Filing Date</b>	<b>Status</b>
<b>DYNAMIC CONTENT ELECTRONIC MAIL MARKETING SYSTEM AND METHOD</b>	10/769,095	January 30, 2004	Pending
<b>SYSTEM AND METHOD FOR CONTROLLING ACCESS TO ASPECTS OF A MESSAGING CAMPAIGN</b>	61/351,673	June 4, 2010	Pending
<b>E-MAIL CONTAINING LIVE CONTENT</b>	61/032,817	February 29, 2008	Expired
<b>E-MAIL CONTAINING LIVE CONTENT</b>	PCT/US09/01320	March 2, 2009 (Priority February 29, 2008)	Pending
<b>SYSTEM, METHOD AND USER INTERFACE FOR GENERATING ELECTRONIC MAIL CONTAINING LIVE DYNAMIC CONTENT</b>	EP 09714016.4	September 28, 2010 (entry into national stage)	Pending
<b>SYSTEM AND METHOD FOR CONTROLLING ACCESS TO ELECTRONIC MESSAGE CAMPAIGN SUBSCRIBER'S INFORMATION WITHIN AN ENTERPRISE</b>	61/158,060	March 6, 2009	Expired
<b>SYSTEM AND METHOD FOR CONTROLLING ACCESS TO ELECTRONIC MESSAGE CAMPAIGN SUBSCRIBER'S INFORMATION WITHIN AN ENTERPRISE</b>	PCT/US10/26552	March 8, 2010 (Priority March 6, 2009)	Pending
<b>SYSTEM, METHOD AND USER INTERFACE FOR GENERATING ELECTRONIC MAIL WITH EMBEDDED OPTIMIZED LIVE CONTENT</b>	61/209,394	March 6, 2009	Expired
<b>SYSTEM, METHOD AND USER INTERFACE FOR GENERATING ELECTRONIC MAIL WITH EMBEDDED OPTIMIZED LIVE CONTENT</b>	PCT/US10/26539	March 8, 2010 (Priority March 6, 2009)	Pending


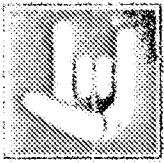


<b>E-MAIL CONTAINING LIVE CONTENT</b>	12/919,982	8/27/2010 (Priority February 29, 2008) US Nationalization of PCT/US2009/00 1320	Pending
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**EXHIBIT C**

**Trademarks**






**U.S. Trademark Applications and Registrations**

<b>Mark</b>	<b>Description of Services</b>	<b>Status</b>	<b>Ser. No.</b>	<b>Reg. #</b>
	Business-to-business marketing services, namely, promoting the goods and services of others by distributing over the Internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements	Registered	78/723,645	3,157,611
DELIVERABILITY REPORT CARD	Technical analysis of commercial electronic mail	Registered	78/388,428	2,994,619
	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Registered	77/487,080	3,601,484
SUBSCRIBERS RULE!	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Registered	77/487,078	3,601,483
EXACTTARGET	Marketing services, namely, promoting the goods and services of others by distributing over the Internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements	Registered	76/261,936	2,624,201
ET@	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Registered	77/716,331	3,708,380
EXACTTARGET PULSE	Providing temporary use of on-line non-downloadable software for use in managing marketing data	Pending	85/156,681	n/a
EXACTTARGET FUEL	Providing temporary use of on-line non-downloadable software for use in managing data	Pending	85/156,683	n/a
NEXUS ECOSYSTEM	Providing an online database featuring information in the field of marketing	Pending	85/156,685	n/a
INTERACTIVE MARKETING HUB	Providing temporary use of on-line non-downloadable software for use in managing marketing prospects and efforts	Pending	85/156,687	n/a
AUTOMATION STUDIO	Providing temporary use of on-line non-downloadable software for use in building marketing programs	Pending	85/156,688	n/a
REPORT BUILDER	Providing temporary use of on-line non-downloadable software for use in managing customer and other marketing data	Pending	85/156,690	n/a

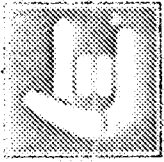
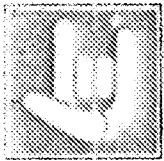
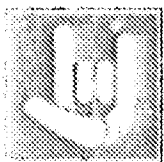
Mark	Description of Services	Status	Ser. No.	Reg. #
AUDIENCE BUILDER	Providing temporary use of on-line non-downloadable software for use in tracking marketing data and planning marketing efforts	Pending	85/156,692	n/a

Foreign Trademark Applications and Registrations

Mark	Country	Description of Services	Status	App. No.	Reg. No.
EXACTTARGET	EU	Business management; advertising; business to business marketing services, namely, promoting the goods and services of others by distributing over the internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements.	Registered	4314662	4314662
EXACTTARGET	Australia	Marketing services, namely, promoting the goods and services of others by distributing over the Internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements	Registered (connected to WIPO registration)	1346125	1027972
EXACTTARGET	Canada	Marketing services, namely, promoting the goods and services of others by distributing over the Internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements	Pending	1,468,894	n/a
EXACTTARGET	Iceland	Marketing services, namely, promoting the goods and services of others by distributing over the Internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements	Registered (connected to WIPO registration)	n/a	1027972
EXACTTARGET	South Korea	Marketing services, namely, promoting the goods and services of others by distributing over the Internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements	Pending	41-2010-0003046	n/a
EXACTTARGET	Norway	Marketing services, namely, promoting the goods and services of others by distributing over the Internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements	Registered (connected to WIPO registration)	n/a	1027972
EXACTTARGET	Singapore	Marketing services, namely, promoting the goods and services of others by distributing over the Internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements	Registered (connected to WIPO registration)	T1002163C	1027972

Mark	Country	Description of Services	Status	App. No.	Reg. No.
EXACTTARGET	WIPO	Marketing services, namely, promoting the goods and services of others by distributing over the Internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements	Registered	n/a	1027972
	Australia	Business-to-business marketing services, including promoting the goods and services of others by distributing over the internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements.	Registered	1106063	1106063
	EU	Business-to-business marketing services, including promoting the goods and services of others by distributing over the internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements.	Registered	004984563	4984563
	New Zealand	Business-to-business marketing services, including promoting the goods and services of others by distributing over the internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements.	Registered	745402	745402
	Singapore	Business-to-business marketing services, including promoting the goods and services of others by distributing over the internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements.	Registered	T06/05787D	T06/05787D
	Taiwan	Business-to-business marketing services, including promoting the goods and services of others by distributing over the internet their commercial and promotional information in the form of electronic mail, brochures, and advertisements.	Registered	095015607	1237571
SUBSCRIBERS RULE!	EU	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Pending (connected to WIPO registration)	IR01028289	n/a

Mark	Country	Description of Services	Status	App. No.	Reg. No.
SUBSCRIBERS RULE!	Australia	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Registered (connected to WIPO registration)	1347263	1028289
SUBSCRIBERS RULE!	Canada	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Pending	1,468,895	n/a
SUBSCRIBERS RULE!	Iceland	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Registered (connected to WIPO registration)	n/a	1028289
SUBSCRIBERS RULE!	South Korea	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Pending	41--2010- 0003047	n/a
SUBSCRIBERS RULE!	Norway	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Registered (connected to WIPO registration)	n/a	1028289

Mark	Country	Description of Services	Status	App. No.	Reg. No.
SUBSCRIBERS RULE!	Singapore	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Pending (connected to WIPO registration)	1028289	n/a
SUBSCRIBERS RULE!	WIPO	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Registered	n/a	1028289
	EU	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Pending (connected to WIPO registration)	IR 01028670	n/a
	Australia	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Registered (connected to WIPO registration)	1347341	1028670
	Canada	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Pending	1,468,896	n/a

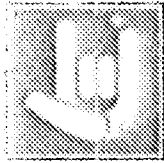
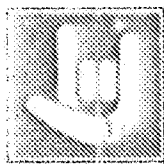
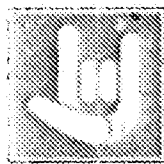
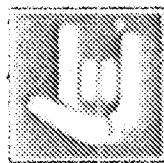
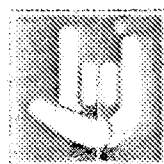
Mark	Country	Description of Services	Status	App. No.	Reg. No.
	Iceland	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Registered (connected to WIPO registration)	n/a	1028670
	South Korea	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Pending	41-2010- 0003045	n/a
	Norway	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Registered (connected to WIPO registration)	n/a	1028670
	Singapore	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Pending (connected to WIPO registration)	T1002416J	n/a
	WIPO	Advertising services; Designing marketing campaigns for others; Business consultation services and business marketing services related to deliverability, workflow, marketing strategies, analytics and test strategies, and message design; promoting the goods and services of others by distributing advertising materials through a variety of methods	Registered	n/a	1028670

EXHIBIT D

Mask Works

Description

Registration/  
Application  
Number

Registration/  
Application  
Date

[NONE]