

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Susan Scott		08/02/2004	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	Fierce, Inc.
Street Address:	21432 SE 33rd Place
City:	Issaquah
State/Country:	WASHINGTON
Postal Code:	98209
Entity Type:	CORPORATION: WASHINGTON

PROPERTY NUMBERS Total: 10		
Property Type	Number	Word Mark
Registration Number:	2787289	1C@T
Serial Number:	76435711	1C@T CHAT
Serial Number:	76354452	ALL CONVERSATIONS ARE WITH MYSELF AND SOMETIMES THEY INVOLVE OTHER PEOPLE
Registration Number:	2805476	CHANGING THE WORLD - ONE CONVERSATION AT A TIME
Registration Number:	2804226	FIERCE
Registration Number:	2467684	FIERCE CONVERSATION
Serial Number:	76354453	OUR WORK, OUR RELATIONSHIPS, AND OUR LIVES SUCCEED OR FAIL ONE CONVERSATION AT A TIME
Registration Number:	2738328	TAKE RESPONSIBILITY FOR YOUR EMOTIONAL WAKE
Serial Number:	76354448	THE CONVERSATION IS THE RELATIONSHIP
Serial Number:	76312782	THE SEVEN PRINCIPLES OF FIERCE CONVERSATIONS

CORRESPONDENCE DATA	
Fax Number:	(206)622-7485
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(206) 622-8484

CH \$265.00 2787289

Email: valerie.dulaney@millernash.com  
Correspondent Name: Valerie du Laney  
Address Line 1: 601 Union Street  
Address Line 2: Suite 4400  
Address Line 4: Seattle, WASHINGTON 98101-2352

ATTORNEY DOCKET NUMBER:

522140-0003 (ASSIGNMENT)

NAME OF SUBMITTER:

Valerie du Laney

Total Attachments: 2

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**ASSIGNMENT OF TRADEMARKS AND RELATED RIGHTS**

**Whereas**, Susan Scott, an individual, whose principal place of business is 21432 SE 33<sup>rd</sup> Place, Issaquah, Washington 98209 (hereinafter called "the Assignor"), is the owner of all rights in the applications and registrations for the trademarks shown on Attachment A hereto (together, "the marks"); and


**Whereas**, the Assignor owns all rights and goodwill related to the marks; and

**Whereas**, Fierce, Inc., a corporation incorporated under the laws of the State of Washington (hereinafter called "the Assignee"), desires to acquire all rights related to the marks; and

**NOW, THEREFORE**, for and in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, and in connection with a concomitant assignment of the goodwill of the business connected with the use of and symbolized by the marks, receipt of which is hereby acknowledged, the Assignor does hereby sell, assign, transfer and convey unto the Assignee the entire interest in and to the marks and in and to all trademark rights related to the trademarks associated with its business under these marks, which rights include but are not necessarily limited to all rights to any and all U.S. and foreign trademarks, tradenames, service marks, and all ancillary rights related to the marks, any and all similar such names and derivations thereof, and any and all copyrights, abridgment rights, publicity and moral rights and all other intellectual property rights related to the marks, in the United States and worldwide.

Executed this 2<sup>nd</sup> day of August, 2004, at Issaquah, Washington.

For the Assignor:

  
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Susan Scott

**ATTACHMENT A**

<b>Trademark</b>	<b>Country</b>	<b>Registration No. or Application No.</b>	<b>Registration Date or Application Filing Date</b>
IC@T	European Community	Reg. No. 002769529	July 2, 2002
IC@T (Stylized Letters)	United States	Reg. No. 2,787,289	November 25, 2003
IC@T CHAT	United States	App. No. 76/435,711	July 30, 2002
ALL CONVERSATIONS ARE WITH MYSELF AND SOMETIMES THEY INVOLVE OTHER PEOPLE	European Community	Reg. No. 002769446	July 2, 2002
ALL CONVERSATIONS ARE WITH MYSELF AND SOMETIMES THEY INVOLVE OTHER PEOPLE	United States	App. No. 76/354,452	January 2, 2002
CHANGING THE WORLD - ONE CONVERSATION AT A TIME	European Community	Reg. No. 002769479	July 2, 2002
CHANGING THE WORLD - ONE CONVERSATION AT A TIME	United States	Reg. No. 2,805,476	January 13, 2004
FIERCE	United States	Reg. No. 2,804,226	January 13, 2004
FIERCE CONVERSATION	European Community	App. No. 002769685	July 2, 2002
FIERCE CONVERSATION	United States	Reg. No. 2,467,684	July 10, 2001
OUR WORK, OUR RELATIONSHIPS, AND OUR LIVES SUCCEED OR FAIL ONE CONVERSATION AT A TIME	European Community	Reg. No. 002769503	July 2, 2002
OUR WORK, OUR RELATIONSHIPS, AND OUR LIVES SUCCEED OR FAIL ONE CONVERSATION AT A TIME	United States	App. No. 76/354,453	January 2, 2002
TAKE RESPONSIBILITY FOR YOUR EMOTIONAL WAKE	United States	Reg. No. 2,738,328	July 15, 2003
THE CONVERSATION IS THE RELATIONSHIP	European Community	App. No. 002769511	July 2, 2002
THE CONVERSATION IS THE RELATIONSHIP	United States	App. No. 76/354,448	January 2, 2002
THE SEVEN PRINCIPLES OF FIERCE CONVERSATIONS	United States	App. No. 76/312,782	September 13, 2001