

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bitpipe, Inc.		10/15/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	TechTarget, Inc.		
<b>Street Address:</b>	275 Grove Street		
<b>City:</b>	Newton		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02466		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2958755	ANALYST VIEWS	
Registration Number:	2955891	ANALYST VIEWS	
Registration Number:	2318913	BITPIPE	
Registration Number:	2377181	KNOWLEDGEALERT	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(617)904-1775		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-413-8005		
Email:	dweinstein@gtclawgroup.com		
Correspondent Name:	Donna Weinstein		
Address Line 1:	400 Blue Hill Drive		
Address Line 2:	Suite 2		
Address Line 4:	Westwood, MASSACHUSETTS 02090		
ATTORNEY DOCKET NUMBER:	TECHTARGET TRADEMARK		
NAME OF SUBMITTER:	Donna Weinstein		

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**TRADEMARK**  
**REEL: 004301 FRAME: 0117**

Signature:	/Donna Weinstein/
Date:	10/21/2010
Total Attachments: 2 source=TechTarget Bitpipe assignment#page1.tif source=TechTarget Bitpipe assignment#page2.tif	

## TRADEMARK ASSIGNMENT

Whereas, Bitpipe, Inc., a Delaware corporation having its principal offices at 275 Grove Street, Newton, Massachusetts 02466 has adopted, used, is using and is the owner of the trademarks listed on Schedule A attached hereto, along with the corresponding U.S. trademark registrations; and

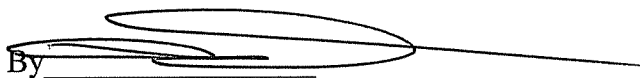
Whereas, TechTarget, Inc., a Delaware corporation having its principal offices at 275 Grove Street, Newton, Massachusetts 02466 desires to acquire the trademarks and corresponding trademark registrations and applications;

Now, therefore, in consideration of the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Bitpipe, Inc. hereby assigns to TechTarget, Inc. all right, title and interest in and to said trademarks and said corresponding trademark registrations and applications, together with the goodwill of the business symbolized by said trademarks.

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Signed at Newton, Massachusetts this 15<sup>th</sup> day of October, 2010

BITPIPE, INC.

By 

Name: Reed O. D.

Title: Secretary

Schedule A

**U.S. REGISTRATIONS**

<u>Trademark</u>	<u>Registration No.</u>
ANALYST VIEWS	2,958,755
ANALYST VIEWS	2,955,891
BITPIPE	2,318,913
KNOWLEDGEALERT	2,377,181