

10-08-1998

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Expires 06/30/99  
OMB 0651-0027



U.S. Department of Commerce  
Patent and Trademark Office  
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### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

#### Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

#### Conveyance Type

- Assignment  License
  - Security Agreement  Nunc Pro Tunc Assignment
  - Merger  Change of Name
  - Other
- Effective Date  
Month Day Year

#### Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship/State of Incorporation/Organization

#### Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AK/A/T/A

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

State/Country

Zip Code

- Individual  General Partnership  Limited Partnership

- Corporation  Association

Other

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization

#### FOR OFFICE USE ONLY

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Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK

REEL: 1796 FRAME: 0113

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed  Deposit Account

Deposit Account  
(Enter for payment by deposit account or if additional fees can be charged to the account.)

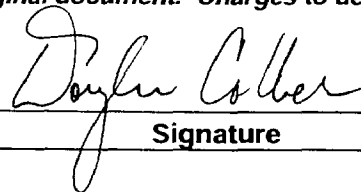
Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Douglas W. Colber  
Name of Person Signing

  
Signature

September 28, 1998  
Date Signed

**ASSIGNMENT  
(Intellectual Property)**

**ASSIGNOR:** ServiceMaster Direct Marketing Corporation, an Illinois corporation.

**ASSIGNEE:** ServiceMaster Management Services Limited Partnership, a Delaware limited partnership.

This Assignment (the "Assignment") is made by ASSIGNOR in favor of ASSIGNEE on the date set forth below.

For purposes of this Assignment, "ASSIGNED SUBJECT MATTER" shall mean all of ASSIGNOR's right, title, or interest, in and to all "Marks" (hereinafter defined), all "Copyrights" (hereinafter defined), and all "Related Rights" (hereinafter defined).

- I. "Marks" is defined to include all words, names, logos, symbols, trade names, source indicating indicia, trade dress, trademarks, marks, U.S. and foreign applications to register marks, and U.S. registrations, listed Schedule A.
- II. "Copyrights" is defined to include all registered copyrights listed in schedule B.
- III. "Related Rights" means
  - A. All goodwill of the business symbolized by the Marks;
  - B. All rights and causes of action to enforce the rights associated with each item of ASSIGNED SUBJECT MATTER in all countries, including all rights to claim and recover damages and compensation for past or continuing infringements of or violation of rights to any item of ASSIGNED SUBJECT MATTER in all relevant jurisdictions.

NOW, THEREFORE, ASSIGNOR does assign, transfer and set over to ASSIGNEE, its successors and assigns, the entire right, title and interest in the ASSIGNED SUBJECT MATTER.

ASSIGNOR covenants that ASSIGNOR has full right to convey the entire interest assigned and that ASSIGNOR has not executed and will not execute any agreement in conflict herewith.

ASSIGNOR authorizes and requests the Commissioner of Patents and Trademarks of the United States to recognize the assignment of the ASSIGNED



**SCHEDULE A**

**MARKS**

*Attached*

# SERVICEMASTER DIRECT MARKETING CORPORATION

## Trademark Registrations

### SCHEDULE A

MARK	CLASS	SER. NO.	F/D	REG. NO.	REG. DATE
<b>KDA</b> Business management and consultation in the field of health care, namely, management of Selected Departments, operations and projects within health care facilities, outsourcing, and contract negotiation with insurance companies, manufacturers, architects, consultants, industrial, commercial and retail businesses, and trade associations. For hospitals, nursing homes, retirement centers, surgery centers, physician practices, closed pharmacies, clinics, manages care providers, integrated healthcare delivery system networks, investor owned healthcare providers and federal, state, and local government agencies.	35	75-081,276	04/01/96	2,096,835	09/16/97

**Int. Cl.: 35**

**Prior U.S. Cls.: 100, 101 and 102**

**Reg. No. 2,096,835**

**United States Patent and Trademark Office**

**Registered Sep. 16, 1997**

**SERVICE MARK  
PRINCIPAL REGISTER**

**KDA**

**KOWALSKI-DICKOW ASSOCIATES, INC. (WISCONSIN CORPORATION)  
11402 N. PORT WASHINGTON ROAD  
MEQUON, WI 53092**

**FOR: BUSINESS MANAGEMENT AND CONSULTATION IN THE FIELD OF HEALTH CARE, NAMELY, MANAGEMENT OF SELECTED DEPARTMENTS, OPERATIONS AND PROJECTS WITHIN HEALTH CARE FACILITIES, OUTSOURCING, AND CONTRACT NEGOTIATION WITH INSURANCE COMPANIES, MANUFACTURERS, SUPPLIERS, DISTRIBUTORS, ARCHITECTS, CONSULTANTS, INDUSTRIAL, COMMERCIAL, AND RETAIL BUSINESSES, AND TRADE ASSOCIATIONS. FOR**

**HOSPITALS, NURSING HOMES, RETIREMENT CENTERS, SURGERY CENTERS, PHYSICIAN PRACTICES, CLOSED PHARMACIES, CLINICS, MANAGED CARE PROVIDERS, INTEGRATED HEALTHCARE DELIVERY SYSTEM NETWORKS, INVESTOR OWNED HEALTHCARE PROVIDERS AND FEDERAL, STATE, AND LOCAL GOVERNMENT AGENCIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).**

**FIRST USE 11-30-1983; IN COMMERCE 11-30-1983.**

**SER. NO. 75-081,276, FILED 4-1-1996.**

**JASON TURNER, EXAMINING ATTORNEY**