

10-08-1998



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

10-1-98

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
- Name Execution Date
Month Day Year
- 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/AKA/TA
- Composed of
- Address (line 1)
- Address (line 2)
- Address (line 3)
City State/Country Zip Code
- Individual General Partnership Limited Partnership 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.)
 - Corporation Association
 - Other
 - Citizenship/State of Incorporation/Organization

10/07/1998 TTOM11 00000124 2096835
01 FC:481 40.00 OP

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: 0124

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)

<input type="text" value="2096835"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
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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

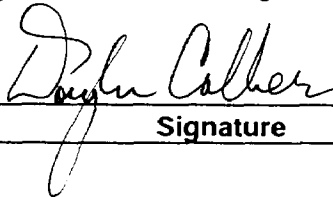
No

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: Kowalski-Dickow Associates, Inc., a Wisconsin corporation.

ASSIGNEE: ServiceMaster Direct Marketing Corporation, an Illinois Corporation.

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.

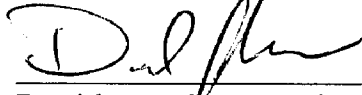
ASSIGNOR covenants that ASSIGNOR has full right to convey the entire interest assigned and that ASSIGNOR has not executed and will not execute any agreement in conflict herewith.

ASSIGNOR authorizes and requests the Commissioner of Patents and Trademarks of the United States to recognize the assignment of the ASSIGNED SUBJECT MATTER to the ASSIGNEE, its successors and assigns, in accordance with the terms of this instrument.

Dated: June 1, 1998

ASSIGNOR:

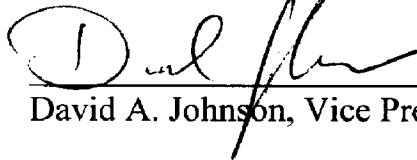
Kowalski-Dickow Associates, Inc.



David A. Johnson, Vice President

ASSIGNEE:

ServiceMaster Direct Marketing Corporation

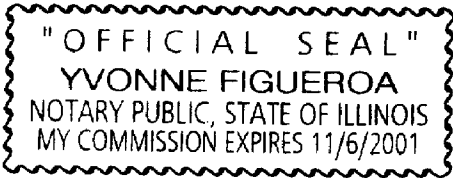


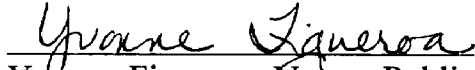
David A. Johnson, Vice President

State of Illinois)
) SS
County of De Page)

On this June 1, 1998, before me, the undersigned Notary Public, personally appeared David A. Johnson, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity.

WITNESS my hand and official seal.




Yvonne Figueroa, Notary Public

SCHEDULE A

MARKS

Attached

KOWALSKI-DICKOW ASSOCIATES, INC.

Trademark Registrations

SCHEDULE A

MARK	CLASS	SER. NO.	F/D	REG. NO.	REG. DATE
KDA 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. (WIS-
CONSIN CORPORATION)
11402 N. PORT WASHINGTON ROAD
MEQUON, WI 53092**

**FOR: BUSINESS MANAGEMENT AND CON-
SULTATION IN THE FIELD OF HEALTH
CARE, NAMELY, MANAGEMENT OF SELECT-
ED DEPARTMENTS, OPERATIONS AND
PROJECTS WITHIN HEALTH CARE FACILI-
TIES, OUTSOURCING, AND CONTRACT NE-
GOTIATION WITH INSURANCE COMPANIES,
MANUFACTURERS, SUPPLIERS, DISTRIBUTU-
TORS, ARCHITECTS, CONSULTANTS, INDUS-
TRIAL, COMMERCIAL, AND RETAIL BUSI-
NESSES, AND TRADE ASSOCIATIONS. FOR**

**HOSPITALS, NURSING HOMES, RETIREMENT
CENTERS, SURGERY CENTERS, PHYSICIAN
PRACTICES, CLOSED PHARMACIES, CLIN-
ICS, MANAGED CARE PROVIDERS, INTE-
GRATED HEALTHCARE DELIVERY SYSTEM
NETWORKS, INVESTOR OWNED HEALTH-
CARE 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