

MRD 4-15-99

FORM PTO-1618A
Expires 08/30/99
OMB 0651-0027

04-29-1999



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U.S. Department of Commerce
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TRADEMARK

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- New
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- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger
- Change of Name
- Other

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Mark if additional names of conveying parties attached

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- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

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TRADEMARK

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

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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"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,389,527"/>	<input type="text" value="1,389,556"/>	<input type="text"/>
<input type="text"/>	<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.

Christina E. Wilson

Richard J. Baker, President

Richard J. Baker

4-9-99

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is made as of April 9, 1999, by and between RICHARD J. BAKER & CO., a Texas corporation (hereinafter "Assignor"), and J.D. POWER & ASSOCIATES, a California corporation (hereinafter "Assignee").

RECITALS:

WHEREAS, Assignee desires to obtain all of Assignor's rights, title, and interest in, to, and under those trademarks, trade names, and service marks set forth on Schedule 1 attached hereto (the "Marks") both in the United States as well as the rest of the world; and

WHEREAS, Assignor desires to transfer to Assignee all of its right, title and interest in, to, and under the Marks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor does hereby sell, convey, assign, transfer, and deliver to Assignee, its successors, and assigns, all of the right, title, and interest, of Assignor, worldwide, in, to, and under the Marks, registrations or applications thereon, together with the goodwill symbolized by the Marks, and the right to sue and recover damages for past, present, or future infringements thereof, if any, and to stand in the place of Assignor in all matters related thereto.

Assignor represents and warrants to the Assignee that Assignor has not entered into any contract or made any commitment that will or may impair the Assignee's rights hereunder, or assigned any right in the Marks other than the assignment hereunder.

At any time and from time to time hereafter, the Assignor shall forthwith upon the Assignee's written request, take any and all steps and execute, acknowledge, and deliver to the Assignee any and all further instruments and assurances necessary or expedient in order for Assignee, its successors and assigns to apply for register, obtain, maintain, issue, enforce, record and assign the Marks and other rights transferred herein. The rights assigned hereby may be assigned by the Assignee at any time hereafter.

This ASSIGNMENT OF TRADEMARKS may be executed in any number of counterparts and by different parties in separate counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties hereto have caused this ASSIGNMENT OF TRADEMARKS to be executed as of the day and year first above written.

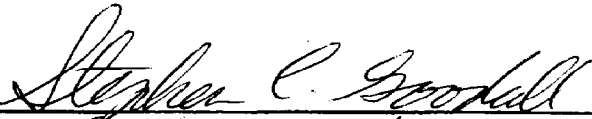
ASSIGNOR:

RICHARD J. BAKER & CO.

By: 
Richard J. Baker & Co., President

ASSIGNEE:

J.D. POWER & ASSOCIATES

By: 
Name: Stephen C. Goodall
Title: President

SCHEDULE 1
TO
ASSIGNMENT OF TRADEMARKS

1). "GETTING COMPETITIVE"

together with any and all variations thereof.

Registration No. 1,389,527
Serial No. 561,907

2) "GETTING COMPETITIVE"

together with any and all variations thereof.

Registration No. 1,389,556
Serial No. 561,896