

08-26-1999

DEPT. OF COMMERCE  
MARKET OFFICE



TRADEMARKS O

Trademarks: Please record the

101127298

To the Honc

08-19-1999

1. Name  
Kirsch

U.S. Patent & TMOfc/TM Mail Rcpt Dt. #31

*MTH*  
*8-19-99*

**KIRSCHNER'S INSURANCE DIRECTORIES**  
Limited

- Individual(s)
- Association
- Partnership
- Partnership
- Corporation-State
- Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):  
Name:

The National Underwriter Company

Internal Address: \_\_\_\_\_

Street Address 505 Gest Street

City: Cincinnati State: OH ZIP: 45203

- Individual(s) citizenship
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Ohio
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic Representative designation is attached:  Yes  No  
(Designations must be separate document from Assignment)  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of Conveyance

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other \_\_\_\_\_

Execution Date: June 30, 1999

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)  
950,391

Additional numbers attached? Yes  No

5. Name and address of party to whom correspondence Concerning document should be mailed:  
Name: Louis K. Ebling

Internal Address: FROST & JACOBS LLP

Street Address: 2500 PNC CENTER  
201 East Fifth Street  
City: Cincinnati State: OH ZIP: 45202

6. Total number of applications and registrations involved:  1

7. Total fee (37 CFR 3.41).... \$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit Account Number  
06-2226  
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

08/25/1999 MTHAI1 00000114 950391

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9. 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.*

\_\_\_\_\_  
Name of Person Signing

Signature

8/13/99  
Date

Total number of pages including cover sheet, attachments, and document

4

TRADEMARK/SERVICE MARK ASSIGNMENT

WHEREAS, Kirschner's Insurance Directories (Assignor), a Washington partnership having a business address at Suite 3029, 1001 Fourth Avenue Plaza Bldg., Seattle, Washington 95630, is the sole owner of the entire right, title and interest in and to the trademark/service marks listed in the Schedule herein, and is the owner of the U. S. Trademark/Service Mark Registrations; and


WHEREAS, The National Underwriter Company (Assignee), an Ohio corporation having a business address at 505 Gest Street, Cincinnati, Ohio 45203, is desirous of acquiring the entire right, title and interest in and to said trademark/service marks, together with the goodwill of the goods, services and businesses in connection with which said trademark/service marks are used;


NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby confirms that, on the 30<sup>th</sup> day of June, 1999, said Assignor assigns unto said Assignee the trademark/service marks identified in the Schedule herein, along with the entire right, title and interest in and to said trademark/service marks, and in and to all of the goodwill in connection with said trademark/service marks, the same is held and enjoyed by said Assignee, for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by said Assignor, if no assignment had been made; together with all claims for damages by reasons of past infringement of said trademark/service marks, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, said Assignor has caused this Trademark/Service Mark Assignment to be executed as of June 30, 1999.

THE SCHEDULE

<u>Registration Number</u>	<u>Mark</u>	<u>Registration Date</u>
#950,391	KIRSCHNER'S INSURANCE DIRECTORY	January 9, 1973

By:   
Robert A. Mesher, Partner  
Kirschner's Insurance Directories

By:   
Richard A. Mesher, Partner  
Kirschner's Insurance Directories

STATE OF WASHINGTON            )  
  ) ss:  
COUNTY OF KING                )

On the 30<sup>th</sup> day of June, 1999, before me, a Notary Public, for the above county and state personally appeared Robert A. Mesher and Richard A. Mesher, each a partner of Kirschner's Insurance Directories, and each acknowledged that he signed this document as a free act.

  
\_\_\_\_\_  
Notary Public

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