

04-26-2001

FORM PTO-1618A  
OMB 0651-0027



101690724

WENMM 1618A (2/01)

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

MKD  
4.16.01

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

APR 10 2001

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

| Submission Type   |  | Conveyance Type   |                                  |
|---|--|---|----------------------------------|
| <input checked="" type="checkbox"/> New   |  | <input type="checkbox"/> Assignment                             | <input type="checkbox"/> License |
| <input type="checkbox"/> Resubmission (Non-Recordation)<br>Document ID#                 |  | <input type="checkbox"/> Security Agreement                     | <input type="checkbox"/> Merger  |
| <input type="checkbox"/> Correction of PTO Error<br>Reel #                      Frame # |  | <input checked="" type="checkbox"/> Nunc Pro Tunc<br>Assignment | Effective Date<br>Month Day Year |
| <input type="checkbox"/> Corrective Document<br><br>Reel #                      Frame # |  | <input type="checkbox"/> Change of Name                         | <b>04/06/2001</b>                |
|   |  | <input type="checkbox"/> Other                                  |                                  |

**Conveying Party(ies)**  Mark if additional names of conveying parties attached

Name: **Meridian Enterprises Corporation**

Formerly: \_\_\_\_\_

Individual     General Partnership     Limited Partnership     Corporation     Association

Other: \_\_\_\_\_

Citizenship/State of Incorporation/Organization: **Missouri**

75563267

**Receiving Party**

Name: **Applied Insight, LLC**

DBA/AKA/TA: \_\_\_\_\_

Composed of: \_\_\_\_\_

Address (line 1): **945 Hornet Drive**

Address (line 2): \_\_\_\_\_

Address (line 3): **Hazelwood, Missouri 63042**

City: Hazelwood    State/Country: Missouri    Zip Code: 63042

Individual     General Partnership     Limited Partnership

Corporation     Association

Other: \_\_\_\_\_

Citizenship/State of Incorporation/Organization: **Missouri**

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 is attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY

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

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to the Commissioner of Patents and Trademarks, BOX ASSIGNMENTS, Washington, D.C. 20231 on

April 11, 2001  
Date of Deposit

Troy J. Cole  
Name of Registered Representative

*Troy J. Cole*  
Signature

April 11, 2001  
Date of Signature

**TRADEMARK  
REEL: 002279 FRAME: 0967**

FORM PTO-1618B

Expires 6-30-99, OMB 0651-0027

Page 2

**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  
(317) 634-3456

Name

Troy J. Cole

Address (line 1)

Woodard, Emhardt, Naughton, Moriarty &amp; McNett

Address (line 2)

111 Monument Circle, Suite 3700

Address (line 3)

Bank One Center/Tower

Address (line 4)

Indianapolis, Indiana 46204-5137

**Pages**

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

#3

**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)**

75/563,267

75/855,653

75/872,270

75/563,297

75/855,654

75/876,745

75/651,589

75/854,901

**Number of properties**

Enter the total number of properties involved

#8

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$215.00

Method of Payment:

Deposit Account

Enclosed

Deposit Account

Deposit Account

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

Deposit Account Number: 20-3030

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.

Troy J. Cole

April 11, 2001

Name of Person Signing

Signature

Date

**NUNC PRO TUNC ASSIGNMENT**

WHEREAS, Meridian Enterprises Corporation (hereinafter referred to as "ASSIGNOR"), a corporation of the State of Missouri having a principal address at 945 Hornet Drive, Hazelwood, Missouri 63042, is the owner of the marks listed in Exhibit A attached hereto; and

WHEREAS, said marks, the Certificates of Registration thereof (where applicable), together with the goodwill and all of the assets of the business symbolized by said marks were duly sold, assigned and transferred on or about April 6, 2001 to Applied Insight, LLC (hereinafter referred to as "ASSIGNEE"), a corporation of the State of Missouri, having a principal address at 945 Hornet Drive, Hazelwood, Missouri 63042; and

WHEREAS, it is desired to confirm the aforesaid sale, assignment and transfer of said mark, Certificates of Registration (where applicable) and the goodwill and all of the assets of the business symbolized by the marks, and to make the same a matter of record in the U.S. Patent and Trademark Office;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN

Be it known that for and in consideration of the sum of One and 00/100 Dollars (\$1.00) and other good and valuable consideration, said ASSIGNOR hereby acknowledges as of April 6, 2001, the aforesaid sale, assignment and transfer, and by these presents does sell, assign and transfer unto ASSIGNEE the entire right, title and interest in and to the marks, listed in Exhibit A attached hereto, the Certificates of Registration for these marks (where applicable), together with the goodwill and all of the

assets of the business symbolized by said marks, together with all rights of action, in law or in equity, for any past or future infringement thereof.

Said marks and their Registrations are to be held and enjoyed by said ASSIGNEE for its own use and benefit and for its successors and assigns to the full end of the present or extended term for which said Certificates of Registration has been (or will be) granted, as fully and entirely as the same would have been held by said ASSIGNOR, if this assignment and sale had not been made.

This assignment shall be, and is hereby made, effective nunc pro tunc as of April 6, 2001.

WITNESS Assignor's hand this 6th day of April, 2001.

MERIDIAN ENTERPRISES CORPORATION

By: *Donald Ficken*  
Donald Ficken, President & CEO

STATE OF Missouri )  
  ) : SS  
COUNTY OF St. Louis )

Before me, a Notary Public, in and for said County and State, personally appeared the above-named Assignor, who, being first duly sworn upon his oath, acknowledged the execution of the foregoing Nunc Pro Tunc Assignment as his voluntary act and deed.

WITNESS my hand and Notarial Seal this 6<sup>th</sup> day of April, 2001.  
*Catherine A. Bader*  
Notary Public

Printed: Catherine A. Bader  
Resident of St. Louis County

My Commission Expires:  
1-29-2004

## EXHIBIT A

| <u>Mark</u>              | <u>Serial Number</u> | <u>Filing Date</u> |
|--------------------------|----------------------|--------------------|
| QM DIVIDENDS             | 75/563,267           | October 1, 1998    |
| OUR EXPRESSION OF THANKS | 75/563,297           | October 1, 1998    |
| QM DIVIDENDS (Stylized)  | 75/651,589           | March 2, 1999      |
| PERSONAL MARKETPLACE     | 75/855,653           | November 22, 1999  |
| APPLIED INSIGHT          | 75/855,654           | November 22, 1999  |
| MOTIVATIONAL ENGINEERING | 75/854,901           | November 22, 1999  |
| CIRCLE OF LOYALTY        | 75/872,270           | December 15, 1999  |
| QM                       | 75/876,745           | December 21, 1999  |