

08-23-2001

Key Docket No. ACU-31523

To the Honorable Commissioner of Patents



original documents or copy thereof.

1. Name of conveying party(ies):

101821228

receiving party(ies)

Heartland Information Services, Inc.

Name: Heritage Mutual Insurance Company

- Individual(s)
 - General
 - Corporation State of Minnesota
 - Other _____
- Additional name(s) of conveying parties attached? Yes No

7-16-01

Street Address: 2800 South Taylor Drive

City: Sheboygan; State: Wisconsin; Zip: 53081

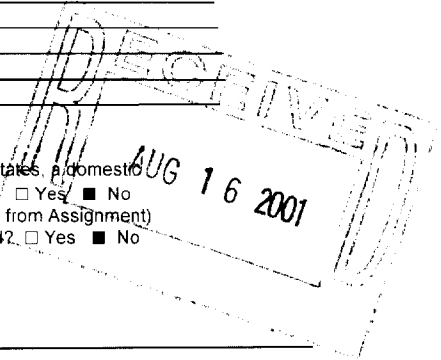
3. Nature of conveyance:

- Assignment
- Security Agreement
- Change of Name
- Merger
- Other _____

- Individual(s) citizenship _____
- Association _____
- General _____
- Partnership _____
- Limited Partnership _____
- Corporation State of Wisconsin
- Other _____

Effective Date: May 10, 2001

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



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

A. Trademark Application No.

B. Trademark Registration No.

2,132,368

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Nicole J. Renouard, Esq.

Internal Address: Whyte Hirschboeck Dudek S.C.

Street Address: 111 East Wisconsin Avenue

Suite 2100

City: Milwaukee State: WI ZIP: 53202-4894

6. Total number of applications and registrations involved: One (1)

7. Total fee \$40.00

Enclosed

Authorized to be charged to Deposit Account any underpayment or credit any overpayment

8. Deposit Account Number:

232053

DO NOT USE THIS SPACE

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.

Nicole J. Renouard
Name of Person Signing

Nicole J. Renouard
Signature

August 13, 2001
Date

Total number of pages including cover sheet, attachments and documents = 3

08/22/2001 6TON11 00000190 2132368

01 FC:481

40.00 0P

TRADEMARK
REEL: 002354 FRAME: 0399

TRADEMARK ASSIGNMENT

WHEREAS, Heartland Information Services, Inc., a Minnesota corporation, with its principal place of business located at 404 Foshay Tower, Minneapolis, Minnesota 55402 ("Assignor"), has adopted, has used, and is using the service mark ACUITY in connection with general information gathering and investigation services (the "Trademark"); has registered the Trademark in the United States Patent and Trademark Office; and is the owner of the Trademark, and the federal registration thereof, U.S. Registration No. 2,132,368, granted on January 27, 1998; and

WHEREAS, Heritage Mutual Insurance Company, a Wisconsin corporation, with its principal place of business located at 2800 South Taylor Drive, Sheboygan, Wisconsin 53081 ("Assignee"), is desirous of acquiring the Trademark, the goodwill relating thereto, and the related federal registration.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to the Trademark and the related federal registration, together with the goodwill of the business symbolized by the Trademark, and in and to any and all causes of action, either in law or in equity, and the right to enforce any rights and to file any causes of action, including the right to recover damages, for any past, present or future infringement or misappropriation of the Trademark.

HEARTLAND INFORMATION
SERVICES, INC.

By: Paul A. Jaeb
Name: Paul A. Jaeb
Title: President
Date: 5-10-01

STATE OF MINNESOTA)
) SS
COUNTY OF Hennepin)

On this 10th day of May, 2001, before me appeared Paul A. Jacob, to me personally known, who, being by me duly sworn, did say that he is the President of Heartland Information Services, Inc., a corporation of the State of Minnesota, and that the foregoing instrument was signed on behalf of such corporation by authority of its Board of Directors, and said Paul A. Jacob acknowledged the foregoing instrument to be the free act and deed of such corporation.

James A. Wahl
Notary Public
My Commission Expires: 1-31-05

