

09-06-2001

7.30-01



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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
Effective Date
Month Day Year
- Change of Name
- Other

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

FOR OFFICE USE ONLY

09/05/2001 TDIAZ1 00000144 76212001

01 FC:481
02 FC:482

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25.00

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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

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="76212001"/>	<input type="text" value="76211709"/>	<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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<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

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.

Richard J. McKenna
Name of Person Signing

[Signature]
Signature

Aug. 27, 2001
Date Signed

U.S. TRADEMARK ASSIGNMENT

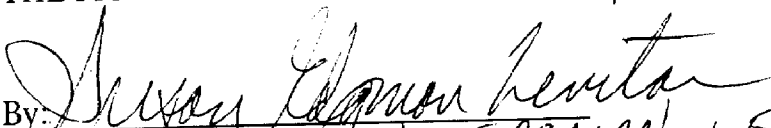
WHEREAS, The Picker Institute, Inc. , a Massachusetts not-for-profit corporation ("Assignor") is the current owner of Application Nos. 76/212001 and 76/211709 (the "Applications") for the marks PICKER INSTITUTE and PICKER INSTITUTE & Design (the "Marks"); and

WHEREAS, National Research Corporation, a Wisconsin Corporation ("Assignee") wishes to acquire the Marks and Applications together with the goodwill of the business in connection with which the Marks and the Applications are used;

NOW, THEREFORE, in consideration of and in exchange for \$1.00 and other valuable and legally sufficient consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee its entire right, title and interest in and to the Marks and Applications together with the goodwill of the business to which the Marks and the Applications pertain, as well as all rights of enforcement and recovery for past infringement. Assignor further agrees to take all reasonable and necessary steps to implement the provisions of this assignment.

IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this agreement on the date listed below.

THE PICKER INSTITUTE, INC.

By: 
Print Name: SUSAN EDGMAN LEVITAN
Title: PRESIDENT
Date: May 2, 2007

**TRADEMARK ASSIGNMENT
SCHEDULE A**

United States Registrations/Applications

<u>Serial Number</u>	<u>Mark</u>	<u>Status</u>
76/212001	PICKER INSTITUTE	Application filed
76/211709	PICKER INSTITUTE & Design	Application filed

001.997208.1

RECORDED: 08/30/2001

**TRADEMARK
REEL: 002362 FRAME: 0543**