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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Ideation International, Inc.
25160 Lasher, Suite 110
Southfield, MI 48034

- Individual
- General Partnership
- Corporation a Delaware corporation
- Other:

- Association
- Limited Partnership

Additional name(s) of conveying parties attached? Yes No

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

Name: Ideation International, Inc.
25505 West Ten Mile Road, Suite 5500
Southfield, MI 48034

- Individual
- Association
- General Partnership
- Limited Partnership
- Corporation a Delaware corporation
- Other:

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)

Additional name(s) & address(s) attached: Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other: Change of Address

- Merger
- Change of Name

Effective Date:

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,367,571	2,474,005	2,229,201
2,236,735	2,331,247	
2,247,554	2,369,346	
1,985,026	2,452,330	

Additional Numbers attached? Yes No

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

Name: Andrea H. Scheidt, Esq.
Address: KENYON & KENYON
One Broadway
New York, New York 10004

6. Total number of applications and registrations involved: 9

7. Total fee (37 C.F.R. 3.41)\$240

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 11-0600

01/11/2002 DBYRNE 00000253 110600 2367571
01 FC:481 40.00 CH
02 FC:482 200.00 CH

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.

Jennifer C. Dross

Name of Person Signing

J.C.D.
Signature

10/18/01
Date

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

U.S. Patent and Trademark Office
Assignment Division
Box Assignments
CG-4
1213 Jefferson Davis Highway, Suite 320
Washington DC 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0605-0011), Washington, D.C. 20503

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Hon. Commissioner of
 Patents and Trademarks
 Washington, D.C. 20231
 Attention: Assignment Division

REQUEST FOR RECORDAL OF CHANGE OF ADDRESS

Ideation International, Inc. is a corporation organized and existing under the laws of Delaware, doing business at 25505 West Twelve Mile Road, Suite 5500, Southfield, Michigan 48034.

The above-identified registrant has changed its address from 25160 Lasher, Suite 110, Southfield, Michigan 48034, and hereby requests that said change of address be recorded in the records of the United States Patent and Trademark Office against the following registrations:

<u>Serial No.</u>	<u>Mark</u>	<u>Date of Filing</u>
75/439,785	AFD	February 23, 1998
75/439,784	AFD	February 23, 1998
75/543,257	DIRECTED EVOLUTION	August 27, 1998
75/538,240	THE IDEATOR SYSTEM	August 14, 1998
74/565,842	INNOVATION WORKBENCH	August 22, 1994
75/531,873	INNOVATION SITUATION QUESTIONNAIRE	August 6, 1998
75/531,979	ISQ	August 6, 1998
75/439,786	IWB	February 23, 1998
75/536,487	KNOWLEDGE WIZARD	August 14, 1998
75/544,019	PROBLEM FORMULATOR	August 28, 1998

75/544,885

PF

August 28, 1998

74/563,632

TRIZSOFT

August 22, 1994

Ideation International, Inc. hereby appoints Charles R. Brainard (Reg.

No. 21,069), Joseph F. Nicholson, and Andrea H. Scheidt (Reg. No. 36,918), members of

the Bar of the State of New York, as its attorneys to file this request for change of

address, to transact all business in the Patent and Trademark Office in connection

therewith, and to receive evidence that the change of address has been recorded against

the above registration.

Signed at New York, this 2 day of July, 2001.

IDEATION INTERNATIONAL, INC.

By: Andrea H. Scheidt

Name: Andrea H. Scheidt

Title: Attorney of Record