

02-25-2002

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy thereof.

1. Name of conveying party(ies) (assignor(s)):

Maritz Research Inc. 2-4-02

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State, Missouri
 Other _____

Additional name(s) of conveying party(ies) attached? yes no

2. Name and Address of Party(ies) receiving an interest (assignee(s)):

Name: Maritz Inc.
Address: 1375 North Highway Drive

City: Fenton
State: Missouri Zip: 63099
Country: U.S.A.

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Missouri
 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(es) attached? yes no

3. Nature of Conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: December 31, 2001

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

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 2,496,076

Additional numbers attached? Yes No

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

Paul I. J. Fleischut
Senniger, Powers, Leavitt & Roedel
One Metropolitan Square
16th Floor
St. Louis, Missouri 63102
(314) 231-5400 (telephone)

6. Total number of applications and registrations involved:
Application(s) _____ + Registration(s): 1 = Total 1

7. Total Fee (37 CFR 3.41) \$ 40

Enclosed
 Authorized to be charged to deposit account

8. Deposit Account Number: 19-1345
(Duplicate copy of this sheet attached)
 Charge any underpayment or credit any overpayment to above Deposit Account

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.

Paul I. J. Fleischut Paul I. J. Fleischut 15 Jan 2002
Name of Person Signing Signature Date

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

02/22/2002 LMUELLER 00000264 2496076
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ASSIGNMENT

1. **WHEREAS**, Maritz Research Inc., of 1355 North Highway Drive, Fenton, Missouri 63099, a corporation duly organized and existing under and by virtue of the laws of the State of Missouri (hereinafter referred to as Assignor), has adopted and used in its business a certain service mark; and

2. **WHEREAS**, Assignor has a certain registration in the United States Patent and Trademark Office relating to said service mark; and

3. **WHEREAS**, Maritz Inc., of 1375 North Highway Drive, Fenton, Missouri 63099, a corporation duly organized and existing under and by virtue of the laws of the State of Missouri (hereinafter referred to as Assignee), is desirous of acquiring the entire right, title, and interest of Assignor in said service mark and said registration and the good will of the business in connection with which said service mark is used;

4. **NOW THEREFORE**, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration by Assignee to Assignor in hand paid, receipt of all of which is hereby acknowledged, Assignor has agreed to and does hereby sell, assign, and transfer unto Assignee, its successors and assigns, all of Assignor's right, title, and interest throughout the world in and to said service mark and said registration together with the good will of the business in connection with which said service mark is used, and together with full right to sue for and recover all profits and damages recoverable from past infringements of said service mark; including specifically, without limiting the generality of the foregoing, the United States registration listed below.

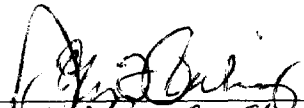
5. **TO BE HELD AND ENJOYED BY** Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this sale and assignment not been made.

6. **THE UNITED STATES service mark REGISTRATION IS AS FOLLOWS:**

<u>REG. NO.</u>	<u>REG. DATE</u>	<u>MARK</u>
2,496,076	October 9, 2001	MINDABILITY

IN WITNESS WHEREOF, Assignor has caused these presents to be executed by its officer thereunto duly authorized and its corporate seal to be affixed this 31st day of December, 2001.

Maritz Research Inc.

By 
JOHN R. BERGER
Title: Vice President