

7-15-02

07-15-2002

Form PTO-1594
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T U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):

US Bank
233 South 13 th Street
Lincoln, Nebraska 68508

7-15-02

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

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

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

Execution Date: JUNE 14, 2002

2. Name and address of receiving party(ies)

Name: Gallup, Inc.

Internal Address: _____

Street Address: 300 South 68th Street Place

City: Lincoln State: NE Zip: 68510

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Nebraska and Delaware
- 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

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

A. Trademark Application No.(s)

75566360
76021850

B. Trademark Registration No.(s)

2242387

Additional number(s) attached Yes No

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

Name: Gallup, Inc. / Lisa Kiichler

Internal Address: E2

07/16/2002 GT0N11 00000035 75566360

01 FC 481 40.00 DP
02 FC 482 450.00 DP

Street Address: 300 South 68th Street Place

City: Lincoln State: Nebraska Zip: 68510

6. Total number of applications and registrations involved:

19

7. Total fee (37 CFR 3.41) \$ 490.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by 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.

Robert S. Sturgis
Name of Person Signing

Signature

June 26, 2002
Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002542 FRAME: 0792

Trademark Description and Registration Number


Gallup	2242387
Gallup Tuesday Briefing	2548974
Portrait of Dr. Gallup	2355074
Q12 Advantage	Serial Number 75566360
Quality of Service Audit (QSA)	2508498
Selection Research, Inc.	1535706
Smartchart	2010218
SRI	1918266
SRI & Design	1744757
SRI Gallup & Design	1892311
StrengthsFinder	2332049
StrengthsInsight	2437152
StrengthsMarketplace	Serial Number 76021850
The First Name In International Research	2059880
The Gallup Poll	1266004
The Gallup Poll Monthly	1741239
The Gallup School	2220843
TX(R+E+R)=P3 & Design	1814004
Varsity Management	1828534

RELEASE OF SECURITY INTERESTS

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, U.S. Bank National Association, a national banking association ("U.S. Bank"), at the request of Gallup, Inc., a Delaware corporation ("Gallup"), hereby terminates, releases and relinquishes and reconveys to Gallup, each and every lien, security interest, mortgage, pledge, assignment, grant, lease, transfer, or other encumbrance, wherever found and of whatever nature, that it has, is the beneficiary of, or it has been granted by Gallup pursuant to documents relating to the Amended and Restated Loan Agreement for Revolving Credit Facility and Term Loan Credit Facility dated May 31, 2000, (including all amendments thereto) between U.S. Bank and Gallup with respect to any property of Gallup securing the payment and performance of the debts and obligations described therein, excluding U.S. Bank's security interest in Gallup's money market account (#150890775573) maintained with U.S. Bank to secure those certain letters of credit, as more fully set forth in, and subject to the terms of, that certain Termination Agreement dated June 14th, 2002, between the parties. U.S. Bank further agrees to execute, deliver and, if necessary, file, or authorize the filing of, any and all documents reasonably necessary to effect the release granted herein. Should there be fees, expenses or attorneys' fees in the preparation, review, or filing of such release documents, Gallup shall bear all the costs associated therewith.

IN WITNESS WHEREOF, the undersigned has caused this Release of Security Interests to be executed by its authorized agent on the 14th day of June, 2002.

U.S. BANK NATIONAL ASSOCIATION, a
national banking association

By 
Name Daniel S. Black
Title Senior Vice President