

FORM PTO-1594  
(Rev. 6-93)  
OMB No. 0651-0011 (exp. 4/94)  
M&G 6973.269-US-01

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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

1. Name of conveying party(ies):

Carlson Marketing Group, Inc.  
Carlson Parkway  
P.O. Box 59159  
Minneapolis, MN 55459-8249 U.S.A.

Individuals  Association  
 General Partnership  Limited Partnership  
 Corporation-State of New Jersey  
 Other: \_\_\_\_\_

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

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

Organizational Studies, Inc.  
1405 Xenium Lane  
Plymouth, MN 55441  
U.S.A.

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other: \_\_\_\_\_

Execution Date: May 27, 2003

Individual(s) citizenship  Association  
 General Partnership  Limited Partnership  
 Corporation-State of Illinois  
 Other: \_\_\_\_\_

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 trademark number(s):

A. Trademark Application No.(s)/ Mark(s) B. Trademark Reg. No.(s)/Mark(s)

2,500,409/THE CULTURE LINK

Additional numbers attached?  Yes  No

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

Name: Paul A. Welter  
 Address: MERCHANT & GOULD P.C.  
 P.O. Box 2910  
 Minneapolis, MN 55402-0910

6. Total number of applications and trademarks involved: 1

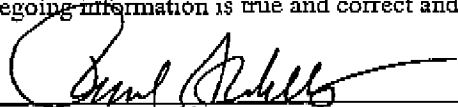
7. Total fee (37 CFR 3.41): \$40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Please charge any additional fees or credit any overpayments to our Deposit account number: 13-2725

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 A. Welter  6-5-03  
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 2

Do not detach this portion

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

Commissioner for Patents and Trademarks  
Box Assignments  
Washington, D.C. 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 (0651-0011), Washington, D.C. 20503.

**TRADEMARK ASSIGNMENT**

WHEREAS, Carlson Marketing Group, Inc., a New Jersey corporation, having its principal place of business at Carlson Parkway, P. O. Box 59159, Minneapolis, Minnesota 55459-8249 (hereinafter called "Assignor"), is the owner of U. S. Trademark Registration No. 2,500,409, dated October 23, 2001, for the mark **THE CULTURE LINK**; and

WHEREAS, Organizational Studies, Inc., an Illinois corporation having its principal place of business at 1405 Xenium Lane, Plymouth, Minnesota 55441, (hereinafter called "Assignee"), is desirous of acquiring said trademark and trademark registration;

NOW, THEREFORE, in consideration of One Dollar (\$1. 00) and other good and valuable considerations, the receipt and sufficiency of which is hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto Assignee, its successors or assigns, the entire right, title and interest for all countries in and to said trademark and trademark registration, including all common law trademark or trade name rights in said mark, together with the goodwill and other incidents of its business associated with or symbolized by said trademark.

Carlson Marketing Group, Inc.

Date: 5-27-03

By: Wanda K Cahill  
Name: Wanda K. Cahill  
Title: Assistant Secretary