

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BBI Marketing Services, Inc.		11/30/2004	CORPORATION:
RECEIVING PARTY DATA			
Name:	Burke Institute, LLC		
Street Address:	805 Central Avenue		
Internal Address:	Suite 500		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	Limited Liability Company:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1350006		
CORRESPONDENCE DATA			
Fax Number:	(513)977-8141		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	5139778685		
Email:	michael.johns@dinslaw.com		
Correspondent Name:	Michael D. Johns		
Address Line 1:	Dinsmore & Shohl 255 E. 5th St.		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	Michael D. Johns		
Signature:	/michael d. johns/		
Date:	12/20/2004		

Total Attachments: 1

900016973

**TRADEMARK
 REEL: 002998 FRAME: 0578**

OP \$40.00 1350006

ASSIGNMENT OF TRADEMARK

This ASSIGNMENT OF TRADEMARK dated November 30, 2004, is made and entered into by and among **BBI MARKETING SERVICES, INC.**, a Delaware corporation with its principal place of business at 50 East Rivercenter Blvd., Suite 1000, Covington, Kentucky 41011 (hereinafter referred to as "Assignor"), and **BURKE INSTITUTE, LLC**, an Ohio limited liability company with its principal place of business at 805 Central Avenue, Suite 500, Cincinnati, Ohio 45202 (hereinafter referred to as "Assignee").

WHEREAS, Assignor has adopted, owns and is using the trademark THE BURKE INSTITUTE which is the subject of a registration in the United States Patent and Trademark Office filed on July 5, 1984 and registered on July 16, 1985 and which received U.S. Reg. No. 1,350,006 (the "Mark"); and

WHEREAS, Assignee desires to acquire the Mark, its above-referenced Registration, and all rights associated with the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all right, title and interest in and to the Mark, its trademark registration, and all good will symbolized by and associated with the business conducted under the Mark and any part thereof, and all income, royalties, damages and payments now or hereafter due or payable in respect thereto, and in and to all causes of action, either in law or in equity, for past, present or future infringement based on such trademark, and in and to all rights corresponding to the foregoing throughout the world.

Assignor agrees to execute all papers and to perform such other proper acts as Assignee may deem necessary to secure to Assignee or to its designee the rights herein assigned.

BBI MARKETING SERVICES, INC.

BURKE INSTITUTE, LLC

BY: Michael J. Hugo

BY: Michael Baumgardner

NAME: MICHAEL J. HUGO

NAME: Michael Baumgardner

TITLE: Sr. Vice President / CFO

TITLE: Manager

Subscribed and Sworn to before me this 30th day of November, 2004.

Michael Gerard Dailey
Notary Public

My Commission Expires: _____



MICHAEL GERARD DAILEY
Attorney at Law
Notary Public, State of Ohio
My Commission Has No Expiration
Date. Section 147.03 O.R.C.

1066601v2