

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	11/22/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Schwan's IP, LLC		11/22/2005	LIMITED LIABILITY COMPANY: MINNESOTA

**RECEIVING PARTY DATA**

Name:	Explore Information Services, LLC
Street Address:	2945 Lone Oak Drive
Internal Address:	Suite 150
City:	Eagan
State/Country:	MINNESOTA
Postal Code:	55121
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
Serial Number:	78735901	GUARDIAN
Registration Number:	2861506	FIRESAFE
Registration Number:	2863863	NATIONAL INSURANCE DATABASE
Registration Number:	2865693	NIDB

**CORRESPONDENCE DATA**

Fax Number: (507)537-5239  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 5075378191  
 Email: melanie.gilbert@schwans.com  
 Correspondent Name: Melanie Gilbert  
 Address Line 1: 115 West College Drive  
 Address Line 4: Marshall, MINNESOTA 56258

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NAME OF SUBMITTER:	Melanie Gilbert
Signature:	/melanie gilbert/
Date:	11/22/2005
Total Attachments: 2 source=Tm assignment US 112205#page1.tif source=Tm assignment US 112205#page2.tif	

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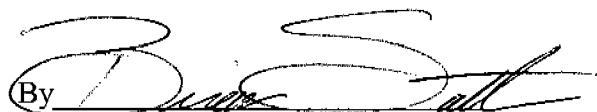
WHEREAS, Schwan's IP, LLC ("Assignor"), a Minnesota limited liability company, having an office at 115 West College Drive, Marshall, Minnesota 56258-1796 is the owner of several trademark registrations and pending application listed on the attached Exhibits 1 and 2.

WHEREAS, Explore Information Services, LLC ("Assignee") is desirous of acquiring all right, title and interest in and to said trademarks and trademark registrations and application;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to said trademarks and trademark registrations and application, including all common law trademark or trade name rights in said marks, and with the goodwill and other incidents of its business associated with or symbolized by said trademarks and the right to recover and have damages and profits for past infringement, if any. Further, for purposes of the pending application, Assignor shall take reasonable steps to effectuate the valid assignment of the pending application in the event its previously filed amendment to allege use is found insufficient by the U.S. Trademark Office.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized corporate officer this 22<sup>nd</sup> day of November, 2005.

Schwan's IP, LLC,  
Assignor

By   
Brian Sattler  
Secretary

**EXHIBIT 1**

**United States Trademarks**

**U.S. Trademark Registration No.'s:**

2,861,506 (FIRESAFE)

2,863,863 (NATIONAL INSURANCE DATABASE)

2,865,693 (NIDB)

**Pending U.S. Trademark Application:**

Serial No. 78/735,901 (GUARDIAN)