

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
Geriatric Health Systems, LLC		09/16/2005	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	National Research Corporation		
Street Address:	1245 "Q" Street		
City:	Lincoln		
State/Country:	NEBRASKA		
Postal Code:	68508		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2436981	SENIOR HEALTH PROFILE	
Registration Number:	2678054	GOOD HEALTH PROFILES	
CORRESPONDENCE DATA			
Fax Number:	(414)297-4900		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(414) 297-5723		
Email:	ptomailmilwaukee@foley.com		
Correspondent Name:	Richard J. McKenna		
Address Line 1:	Foley & Lardner LLP		
Address Line 2:	777 E. Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202-5306		
ATTORNEY DOCKET NUMBER:	044741-0119		
NAME OF SUBMITTER:	Jill M. Schenk		
Signature:	/Jill M. Schenk/		

OP \$65.00 2436981

Date:

04/04/2006

Total Attachments: 2

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U.S. TRADEMARK ASSIGNMENT

WHEREAS, **GERIATRIC HEALTH SYSTEMS, LLC**, a California limited liability company, having its principal offices at 234 Liberty Street, San Francisco, California 94114 ("Assignor") is the record owner of the trademarks and trademark registrations listed in Schedule A attached hereto;

WHEREAS, **NATIONAL RESEARCH CORPORATION**, a Wisconsin corporation, having its principal offices at 1245 "Q" Street, Lincoln, Nebraska 68508 ("Assignee"), is desirous of acquiring the trademarks and trademark registrations listed in the attached Schedule A together with the goodwill of the business in which the trademarks are used;

NOW THEREFORE, in consideration of and in exchange for the sum of \$1.00 and other valuable and legally sufficient consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor agrees to and does sell, assign and transfer to Assignee all of Assignor's right, title, and interest to the trademarks and trademark registrations listed in the attached Schedule A together with the goodwill of the business in which the trademarks are used. This assignment includes all rights to enforce and sue for, and to receive monetary damages and equitable relief for, infringements of the trademarks listed in the attached Schedule A which occurred prior to the date of this assignment. Assignor further agrees to take all reasonable and necessary steps to implement the provisions of this assignment.

IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this assignment this 16th day of September, 2005.

GERIATRIC HEALTH SYSTEMS, LLC

By: *Peter Yedidia*
Print Name: Peter Yedidia
Title: President

SCHEDULE A

Registration No.	Mark
2,436,981	SENIOR HEALTH PROFILES
2,678,054	GOOD HEALTH PROFILES

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