

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
LRP Publications, Inc.		03/31/2006	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Eli Research, Inc.		
Street Address:	P.O. Box 12038		
City:	Durham		
State/Country:	NORTH CAROLINA		
Postal Code:	27709		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2247192	IDEA-A-DAY GUIDE	
Registration Number:	2778836	CUSTOMERS FIRST	
Registration Number:	2004817	A TEAM OF EAGLES	
Registration Number:	2254164	CUSTOMER SERVICE HEROES	
CORRESPONDENCE DATA			
Fax Number:	(919)829-9696		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9198299600		
Email:	aerbeznik@hutchlaw.com		
Correspondent Name:	William N. Wofford		
Address Line 1:	5410 Trinity Road		
Address Line 2:	Suite 400		
Address Line 4:	Raleigh, NORTH CAROLINA 27607		
ATTORNEY DOCKET NUMBER:	ELI.04		
NAME OF SUBMITTER:	William N. Wofford		

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Signature:	/wnw/
Date:	04/05/2006
Total Attachments: 4 source=DOCS-#181389-v1-ELI_20_Trademark_Assignment_Agreement#page1.tif source=DOCS-#181389-v1-ELI_20_Trademark_Assignment_Agreement#page2.tif source=DOCS-#181389-v1-ELI_20_Trademark_Assignment_Agreement#page3.tif source=DOCS-#181389-v1-ELI_20_Trademark_Assignment_Agreement#page4.tif	

**ASSIGNMENT OF TRADEMARKS, SERVICE MARKS AND ACCOMPANYING
APPLICATIONS, REGISTRATIONS AND GOODWILL**

March 31, 2006

Effective as of the date set forth above (the "**Effective Date**"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, LRP PUBLICATIONS, INC., a Pennsylvania corporation ("**Assignor**"), does hereby sell, assign, transfer and set over to ELI RESEARCH, INC., a North Carolina corporation ("**Assignee**") all of Assignor's worldwide rights, title and interest in and to the trademarks and service marks listed on **Exhibit A** attached hereto (collectively, the "**Marks**"), any renewals or extensions of such applications and registrations, and all rights therein and thereto in any country or locality worldwide, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks and the resulting right to recover damages and profits for past, present, or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made.

Assignor agrees to execute and deliver at the request of Assignee, any papers, instruments and assignments reasonably necessary to vest in Assignee all of Assignor's right, title and interest in and to the Marks and the applications and registrations therefor and/or to provide evidence to support such assignment in the event such evidence is reasonably necessary and to the extent such evidence is in the possession or control of Assignor.

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IN WITNESS WHEREOF, the undersigned have executed this Assignment as of the date first set forth above.

LRP PUBLICATIONS, INC.

By: *Keneth Laker*

Title: *President*

Date: *3/31/2006*

ELI RESEARCH, INC.

By: _____
Greg E. Lindberg, President

Date: _____

IN WITNESS WHEREOF, the undersigned have executed this Assignment as of the date first set forth above.

LRP PUBLICATIONS, INC.

By: _____

Title: _____

Date: _____

ELI RESEARCH, INC.

By: _____

Greg E. Lindberg, President

Date: 3/31/06 _____

EXHIBIT A

**ASSIGNMENT OF U. S. TRADEMARKS, SERVICE MARKS AND ACCOMPANYING
APPLICATIONS, REGISTRATIONS AND GOODWILL**

Mark	Serial No.	Reg. No.	Reg. Date	Goods/Services
IDEA-A-DAY GUIDE	75/340681	2,247,192	5/25/1999	Covers printed publications, namely, manuals and workbooks featuring information on job performance
CUSTOMERS FIRST	75/677704	2,778,836	11/4/2003	Covers newsletters on the subject of customer service relations, techniques and advice
A TEAM OF EAGLES	74/545864	2,004,817	10/1/1996	Covers prerecorded video tapes featuring motivational information
CUSTOMER SERVICE HEROES	75/283066	2,254,164	6/15/1999	Covers employee incentive award programs to promote on the job quality customer service