

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
TGI Group, LLC		05/26/2006	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	National Research Corporation
<b>Street Address:</b>	1245 Q Street
<b>City:</b>	Lincoln
<b>State/Country:</b>	NEBRASKA
<b>Postal Code:</b>	68508
<b>Entity Type:</b>	CORPORATION: WISCONSIN

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	2761909	100
Registration Number:	2924943	THE GOVERNANCE INSTITUTE
Serial Number:	78862485	BOARD COMPASS
Serial Number:	78882657	BOARDCOMPASS
Serial Number:	78862487	ELEMENTS OF GOVERNANCE
Serial Number:	78862491	THE ESSENTIAL RESOURCE FOR GOVERNANCE KNOWLEDGE AND SOLUTIONS

**CORRESPONDENCE DATA**

Fax Number: (414)297-4900  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 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

OP \$165.00 2761909

Address Line 4: Milwaukee, WISCONSIN 53202-5306

ATTORNEY DOCKET NUMBER: 044741-0108

NAME OF SUBMITTER: Jill M. Schenk

Signature: /Jill M. Schenk/

Date: 06/12/2006

Total Attachments: 3  
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source=assignment#page2.tif  
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**U.S. TRADEMARK ASSIGNMENT**

WHEREAS, TGI Group, LLC, a Delaware limited liability company, (“Assignor”) is the current owner of the trademark registrations/applications and all associated rights listed on the attached Schedule A (the “Marks”); and


WHEREAS, National Research Corporation, a Wisconsin corporation, (“Assignee”) wishes to acquire the Marks together with the goodwill of the business in connection with which the Marks are used;

NOW, THEREFORE, in consideration of and in exchange for \$1.00 and other valuable and legally sufficient consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee its entire right, title and interest in and to the Marks together with the goodwill of the business to which the Marks pertain, as well as all rights of enforcement and recovery for past infringement. 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 agreement on the date listed below.

TGI Group, LLC

National Research Corporation

By:   
Print Name: GORDON R. CLARK  
Title: President & CEO  
Date: 5/26/06

By: \_\_\_\_\_  
Print Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

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WHEREAS, National Research Corporation, a Wisconsin corporation, (“Assignee”) wishes to acquire the Marks together with the goodwill of the business in connection with which the Marks are used;

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IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this agreement on the date listed below.

TGI Group, LLC

National Research Corporation

By: \_\_\_\_\_  
Print Name:

By: Patrick E. Beans  
Print Name: PATRICK E. BEANS

Title: \_\_\_\_\_

Title: CFO

Date: \_\_\_\_\_

Date: MAY 30, 2006

**SCHEDULE A**  
**U.S. TRADEMARKS**

<b><u>MARK</u></b>	<b><u>APP. / REG. NO.</u></b>
Miscellaneous Design (Gavel and the number 100 in a diamond shape)	2,761,909
THE GOVERNANCE INSTITUTE & Design	2,924,943
BOARD COMPASS	78/862485
BOARD COMPASS Logo	78/882657
ELEMENTS OF GOVERNANCE	78/862487
THE ESSENTIAL RESOURCE FOR GOVERNANCE KNOWLEDGE AND SOLUTIONS	78/862491

**STATE OF CALIFORNIA TRADEMARK REGISTRATIONS**

<b><u>MARK</u></b>	<b><u>REG. NO.</u></b>
THE GOVERNANCE INSTITUTE	49790
THE GOVERNANCE ONE HUNDRED	40872
THE GOVERNANCE ONE HUNDRED & Design	56892