

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
R.R. Bowker LLC		05/31/2007	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Market Research Group, Inc.		
<b>Street Address:</b>	11200 Rockville Pike		
<b>Internal Address:</b>	Suite 504		
<b>City:</b>	Rockville		
<b>State/Country:</b>	MARYLAND		
<b>Postal Code:</b>	20852		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2209952		
Registration Number:	2191721	SIMBA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(301)230-2891		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	301-230-5242		
<b>Email:</b>	evonvorys@srgpe.com		
<b>Correspondent Name:</b>	Eric J. von Vorys		
<b>Address Line 1:</b>	11921 Rockville Pike		
<b>Address Line 2:</b>	Third Floor		
<b>Address Line 4:</b>	Rockville, MARYLAND 20852		
<b>ATTORNEY DOCKET NUMBER:</b>	108887.031		
<b>NAME OF SUBMITTER:</b>	Eric J. von Vorys		

CH \$65.00 2209952

Signature:	/EricJvonVorys/
Date:	06/08/2007
Total Attachments: 2 source=Simba Assignment#page1.tif source=Simba Assignment#page2.tif	

ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS ("Assignment") is made between R.R. BOWKER LLC, a Delaware limited liability company (hereinafter referred to as the "Assignor"), located at 630 Central Avenue, New Providence, New Jersey 07974, and MARKET RESEARCH GROUP, INC., a Delaware corporation (hereinafter referred to as the "Assignee"), located at 11200 Rockville Pike, Suite 504, Rockville, Maryland 20852.

Recitals

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement dated May 31, 2007 ("Agreement") pursuant to which Assignee purchased certain assets of Assignor;

WHEREAS, Assignor is the sole and exclusive owner of the U.S trademark and service mark registrations and common law rights related thereto listed on Schedule A attached hereto and incorporated herein (collectively the "Registrations") and the goodwill of the Business (as defined in the Agreement) symbolized thereby; and

WHEREAS, Assignor desires by means of this Assignment to assign, convey and transfer the Registrations to Assignee, together with the goodwill of the Business associated with those Registrations and Assignee desires such transfer.

NOW THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby sell, assign, convey and transfer unto said Assignee all of the Assignor's right, title and interest in and to the said Registrations, together with the goodwill of the Business symbolized by the Registrations, the same to be held and enjoyed by Assignee for its own use, and for the term or terms for which said Registrations have been registered as fully and entirely as the same would have been held and enjoyed by Assignor, including all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of said Registrations or injury to the said goodwill, and the right to sue for and recover the same in its, the Assignee's, own name.

IN WITNESS WHEREOF, this Assignment has been executed this 31st day of May, 2007.

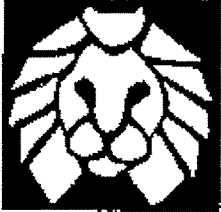
ASSIGNOR:

R.R. BOWKER LLC

By: 

\_\_\_\_\_  
Annie Callanan, President

**Schedule A**

<b>Trademark Description</b>	<b>Country</b>	<b>Class</b>	<b>Registration Number</b>	<b>Registration Date</b>	<b>Notes</b>
Simba Lion Design: 	United States	16, 35, 41, 42	2,209,952	December 15, 1998	Renewed to 12/15/2008
SIMBA	United States	16, 35, 41, 42	2,191,721	September 29, 1998	Renewed to 9/29/2008