

**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
Wirthlin Worldwide, LLC		10/04/2007	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Harris Interactive Inc.
<b>Street Address:</b>	60 Corporate Woods
<b>City:</b>	Rochester
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	14623
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	2383397	ASL
Registration Number:	2385572	ADVANCED STRATEGY LAB
Registration Number:	2494952	ADVANCED STRATEGY CENTER
Registration Number:	2021612	COMPASS
Registration Number:	0972072	DECISION MAKING INFORMATION
Registration Number:	1537847	THE WIRTHLIN GROUP

**CORRESPONDENCE DATA**

**Fax Number:** (415)591-1400  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 312-558-5600  
**Email:** trademarksSF@winston.com  
**Correspondent Name:** Winston & Strawn LLP  
**Address Line 1:** 35 W. Wacker Drive  
**Address Line 4:** Chicago, ILLINOIS 60601-9703

CH \$165.00 2383397

ATTORNEY DOCKET NUMBER:	009657.00004
NAME OF SUBMITTER:	Liisa M. Thomas
Signature:	/Liisa M. Thomas/
Date:	10/04/2007
Total Attachments: 2 source=Wirthlin LLC to Harris Interactive-assignment#page1.tif source=Wirthlin LLC to Harris Interactive-assignment#page2.tif	

**ASSIGNMENT OF TRADEMARKS**

This agreement is entered into by and between Wirthlin Worldwide, LLC, a Delaware limited liability company, located and doing business at 60 Corporate Woods, Rochester, New York 14623 ("Assignor") and Harris Interactive Inc., a Delaware corporation, located and doing business at 60 Corporate Woods, Rochester, New York 14623 ("Assignee").

WHEREAS, Assignor owns the trademarks identified in Exhibit A attached hereto (the "Marks");

WHEREAS, Assignor desires to convey, assign, transfer, and deliver to Assignee all of its right, title and interest in and to the Marks and the goodwill associated therewith;

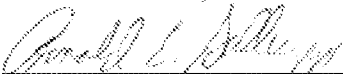
WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Marks and related goodwill;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby conveys, assigns, transfers, and delivers to Assignee, the entire right, title and interest in and to the Marks together with all rights and privileges granted and secured thereby, including (1) the goodwill of the business associated therewith; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Marks, including without limitation damages and claims for past or future infringements, dilution, misappropriation and any other violations of the Marks; and (3) all rights of Assignor to sue for past, present and future infringements or misappropriation of the Marks.

Assignor further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Marks.

IN WITNESS WHEREOF, each of Assignor and Assignee has caused this Assignment to be executed as of this 1 day of October, 2007. This Assignment may be executed in counterparts, each of which shall be deemed an original, but which together shall constitute one and the same instrument.

Wirthlin Worldwide, LLC

By:   
Name: Ronald E. Saluzzo  
Title: Chief Financial Officer

Harris Interactive Inc.


By:   
Name: Jennifer H. Thomas  
Title: VP, Assistant General Counsel

EXHIBIT A

<u>TRADEMARK</u>	<u>APP./REG. NO.</u>	<u>APP./REG/ DATE</u>
ASL	2,383,397	09/05/2000
ADVANCED STRATEGY LAB	2,385,572	09/12/2000
ADVANCED STRATEGY CENTER	2,494,952	10/02/2001
COMPASS	2,021,612	12/10/1996
DECISION MAKING INFORMATION	972,072	10/30/1973
THE WIRTHLIN GROUP	1,537,847	05/02/1989

SF:184603.1