

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Harris Interactive Inc.		10/09/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	DS Griffen & Associates		
Street Address:	10040 East Happy Valley Road		
Internal Address:	#323		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85255		
Entity Type:	CORPORATION: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2494952	ADVANCED STRATEGY CENTER	
CORRESPONDENCE DATA			
Fax Number:	(415)591-1400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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		
ATTORNEY DOCKET NUMBER:	009657.4-TM1019		
NAME OF SUBMITTER:	Liisa M. Thomas		
Signature:	/Liisa M. Thomas/		
Date:	11/01/2007		

CH \$40.00 2494952

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made by and between Harris Interactive, Inc., a Delaware corporation ("Assignor) and DS Griffen & Associates, an Arizona corporation ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademark listed on Schedule A (the "Trademark"); and

WHEREAS, ASSIGNEE desires to acquire ASSIGNOR's entire right, title and interest in and to the Trademark, together with the goodwill associated therewith; and

WHEREAS, ASSIGNOR desires to assign to ASSIGNEE all of ASSIGNOR's right, title, and interest in and to the Trademark, and the parties desire that the assignment of said Trademark be made of record in the United States Patent and Trademark Office.

NOW THEREFORE, in exchange for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer to ASSIGNEE all of ASSIGNOR'S right, title and interest in and to the Trademark, together with the goodwill of the business associated therewith, and the registrations thereof.

ASSIGNOR authorizes and requests the Commissioner of Trademarks to record ASSIGNEE as the owner of the entire right, title, and interest in and to the Trademark, for the sole use and enjoyment of ASSIGNEE, its successors, assigns, or other legal representatives, and hereby covenants that it has full right to convey the entire interest assigned herein.

IN WITNESS WHEREOF, the ASSIGNOR has executed this instrument as of the 9th day of October, 2007.

HARRIS INTERACTIVE INC.

DS GRIFFEN & ASSOCIATES

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

By: [Signature]
Name: DEBBIE S. GRIFEN
Title: MANAGING PARTNER

SCHEDULE A

The Trademark

ADVANCED STRATEGY CENTER

U.S. Reg. No. 2,494,952

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CHI:1982042.2