

# 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
GEORGE GROUP INCORPORATED		08/30/2007	CORPORATION: TEXAS

## RECEIVING PARTY DATA

Name:	GEORGE GROUP CONSULTING, L.P.
Street Address:	13355 Noel Road
Internal Address:	Suite 1600
City:	Dallas 75201
State/Country:	TEXAS
Postal Code:	75240
Entity Type:	Limited Liability Partnership: TEXAS

## PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	1889165	GEORGE GROUP
Registration Number:	1951986	GEORGE GROUP
Registration Number:	2615050	GEORGE GROUP
Registration Number:	1831933	RAPID CYCLE
Registration Number:	2218464	IT'S ABOUT VALUE. IT'S ABOUT TIME.
Registration Number:	2223852	G
Serial Number:	76631609	FAST INNOVATION
Serial Number:	76631608	FASTGATE
Registration Number:	1678058	TQM FOCUS

## CORRESPONDENCE DATA

Fax Number: (214)661-4691

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

900097698

TRADEMARK  
REEL: 003706 FRAME: 0101

CH \$240.00 1889165

Phone: 214.953.6691  
Email: b.k.drinkwater@bakerbotts.com  
Correspondent Name: B.K. Drinkwater, c/o Baker Botts L.L.P.  
Address Line 1: 2001 Ross Avenue  
Address Line 2: Suite 600  
Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER:	019214.0352
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NAME OF SUBMITTER:	B. K. Drinkwater
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Signature:	/B.K. Drinkwater/
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Date:	01/29/2008
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Total Attachments: 3  
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## TRADEMARK AND DOMAIN NAME ASSIGNMENT

**THIS TRADEMARK AND DOMAIN NAME ASSIGNMENT** (this "Assignment"), effective as of the date below is by and between George Group Incorporated (hereinafter referred to as **ASSIGNOR**), and George Group Consulting, L.P. (hereinafter referred to as **ASSIGNEE**). (Assignor and Assignee referenced herein collectively as the "Parties"), both located at 13355 Noel Road, Suite 1600, Dallas, Texas 75240.

### WITNESSETH:

**WHEREAS**, Assignor is the owner of all right, title and interest in and to the name and marks set forth in **EXHIBIT A** attached hereto, together with all goodwill associated therewith (collectively the "Marks").

**WHEREAS**, Assignor is also the owner of all right, title and interest in and to the domain names also set forth in **EXHIBIT A** attached hereto;

**WHEREAS**, Assignee desires to acquire all of Assignor's rights title and interest in and to the Marks and Domain Names and Assignor is willing to assign its rights in the Marks and Domain Names pursuant to the terms of this Assignment.

**NOW, THEREFORE**, in consideration of the mutual promises herein contained and for good and other valuable consideration, the receipt of which is hereby acknowledged, the Parties agree as follows:

#### 1. ASSIGNMENT.

Assignor hereby sells, assigns, transfers, conveys and delivers to Assignee, all of Assignor's rights, title and interest in, to, and under, the Marks and Domain Names, together with the goodwill associated therewith, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect hereto, and in and to all causes of action, either in law or in equity for past, present or future infringement of said Marks and Domain Name, and in and to all rights corresponding to the foregoing throughout the world. Such rights, title and interest shall be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors and 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.

#### 2. FURTHER ASSURANCES.

Assignor shall execute and deliver to Assignee all such further instruments, assignments, assurances and other documents as Assignee may reasonably request or as may be necessary to more fully assign and convey to and vest in Assignee all rights in and to the Marks and Domain Name.

#### 3. CONTROL OF DOMAIN NAME.

Assignor shall, at no expense to Assignor, reasonably assist Assignee in transferring control of the Domain Name to Assignee, or its designee, and shall authorize the transfer of the Domain Name from Assignor's present Registrar to the Assignee's designated Registrar or account.

IN WITNESS WHEREOF, the Parties hereto have executed this Assignment to be effective as of the Effective Date.

ASSIGNOR:

GEORGE GROUP, INC.

By: Michael L. George

Name: Michael L. George

Title: Chairman

ASSIGNEE:

GEORGE GROUP CONSULTING, L.P.

By: George Group Incorporated, its general partner

By: Michael L. George

Name: Michael L. George

Title: Chairman

TRADEMARK

REEL: 003706 FRAME: 0104

## EXHIBIT A

"GEORGE GROUP" (trademark). U.S. Reg. No. 1,889,165. Registration Date: April 11, 1995 (renewed June 3, 2005).

"GEORGE GROUP" (trademark). U.S. Reg. No. 1,951,986. Registration Date: January 23, 1996 (renewed April 25, 2006).

"GEORGE GROUP" (trademark). U.S. Reg. No. 2,615,050. Registration Date: September 3, 2002.

"RAPID CYCLE" (trademark). U.S. Reg. No. 1,831,933. Registration Date: April 3, 1994 (renewed June 12, 2004).

"RAPID CYCLE TIMES" (trademark). U.S. Reg. No. 1,834,607. Registration Date: May 3, 1994 (DEAD).

"IT'S ABOUT VALUE. IT'S ABOUT TIME." (trademark.) U.S. Reg. No. 2,218,464. Registration Date: January 19, 1999. Owner: The George Group, Inc.

"G" (stylized logo) (Trademark). U.S. Reg. No. 2,223,852. Registration Date: February 16, 1999.

"FAST INNOVATION" (trademark application). Application No. 76/631609. Application Date: February 15, 2005.

"FAST GATE" (trademark application). Application No. 76/631608. Application Date: February 15, 2005.

"ECEO AGENDA" (abandoned trademark). U.S. App. No. 76/298229. Application Date: August 10, 2001.

"PRIME RADIANT" (abandoned trademark). U.S. App. No. 76/112667. Application Date: August 18, 2000.

"BEVA" (abandoned trademark). U.S. App. No. 75/124315. Application Date: August 19, 2000.

"SRP" (abandoned trademark). U.S. App. No. 74/138624. Application Date: February 12, 1991.

"SCHEDULE REQUIREMENTS PLANNING" (abandoned trademark). U.S. App. No. 74/138576. Application Date: February 12, 1991.

Domain Name: [www.georgegroup.com](http://www.georgegroup.com). Registrant: George Group. Expires: November 29, 2012.

"TQM FOCUS" (trademark) U.S. Reg. No. 1678058. Reg. Date: March 3, 1992.

"FOCUSED CYCLE TIME" (abandoned trademark). U.S. App. No. 74/1266402. Application Date: December 26, 1990.