

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                              |   |
|------------------------------|---|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT                                |
| <b>NATURE OF CONVEYANCE:</b> | Assignment of Security Interest in Trademarks |

**CONVEYING PARTY DATA**

| Name                                      | Formerly | Execution Date | Entity Type  |
|---|----------|----------------|--------------|
| Lehman Commercial Paper Inc., as Assignor |          | 09/29/2008     | CORPORATION: |

**RECEIVING PARTY DATA**

|                        |  |
|------------------------|--|
| <b>Name:</b>           | General Electric Capital Corporation, as Successor Agent |
| <b>Street Address:</b> | 201 Merritt 7, 6th Floor                                 |
| <b>City:</b>           | Norwalk  |
| <b>State/Country:</b>  | CONNECTICUT  |
| <b>Postal Code:</b>    | 06856-5201   |
| <b>Entity Type:</b>    | CORPORATION:   |

**PROPERTY NUMBERS Total: 19**

| Property Type        | Number   | Word Mark                   |
|----------------------|----------|-----------------------------|
| Registration Number: | 2230604  | CLEARLY THE RIGHT DIRECTION |
| Registration Number: | 3348003  | COMPASS AWARD               |
| Registration Number: | 3356012  |                             |
| Serial Number:       | 77130395 | ECOMPASS                    |
| Serial Number:       | 78704968 | EDUCORE                     |
| Serial Number:       | 76320275 | FIRST PERSON                |
| Serial Number:       | 75887573 | INFOEDGE                    |
| Serial Number:       | 75887586 | INFOTURN                    |
| Serial Number:       | 77162961 | PARTNERS IN IMPROVEMENT     |
| Serial Number:       | 74090695 | PARTNERS IN QUALITY         |
| Serial Number:       | 74090668 | PARTNERS IN QUALITY         |
| Serial Number:       | 75909004 | PRECEPTOR                   |
| Serial Number:       | 75425846 | PRESS GANEY                 |
| Serial Number:       | 76524145 | SERVICE OPPORTUNITY SYSTEM  |

OP \$490.00 2230604

|                |          |                     |
|----------------|----------|---------------------|
| Serial Number: | 78704967 | SOLUTIONS STARTER   |
| Serial Number: | 77142349 | SOLUTIONS STARTERS  |
| Serial Number: | 76524150 | SOS                 |
| Serial Number: | 77187874 | SUCCESS STORY AWARD |
| Serial Number: | 77182471 | SUMMIT AWARD        |

**CORRESPONDENCE DATA**

Fax Number: (312)993-9767

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

Phone: 312-993-2622

Email: gayle.grocke@lw.com

Correspondent Name: Gayle Grocke, c/o Latham & Watkins LLP

Address Line 1: 233 S. Wacker Drive, Suite 5800

Address Line 4: Chicago, ILLINOIS 60606

|                    |                 |
|--------------------|-----------------|
| NAME OF SUBMITTER: | Gayle D. Grocke |
| Signature:         | /gdg/           |
| Date:              | 10/10/2008      |

**Total Attachments: 5**

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## ASSIGNMENT OF SECURITY INTEREST IN TRADEMARKS

Reference is made to the Guarantee and Collateral Agreement, dated as of March 12, 2008 (as further amended, modified and amended and restated from time to time, the "***Guarantee and Collateral Agreement***"), among PG HOLDCO, LLC, a Delaware limited liability company, (ii) PG MERGERSUB, INC., a Delaware corporation, PGA HOLDINGS, INC., a Delaware corporation, and PRESS, GANEY ASSOCIATES, INC., an Indiana corporation (collectively, the "***Grantors***"), and LEHMAN COMMERCIAL PAPER INC., as Collateral Agent (the "***Collateral Agent***") for the Lenders. Capitalized terms used herein and not otherwise defined shall have the meanings assigned to such terms in the Guarantee and Collateral Agreement.

The Guarantee and Collateral Agreement granted the Collateral Agent a security interest in, among other things, certain United States trademark registrations and trademark applications (collectively, the "***Trademarks***") including, without limitation, the Trademarks listed on Schedule A attached hereto; and

The Collateral Agent recorded the Intellectual Property Security Agreement, dated as of March 12, 2008 (the "***Intellectual Property Security Agreement***"), recorded with the United States Patent and Trademark Office on March 24, 2008 at Reel 003745 and Frame 0721.

The Collateral Agent has assigned to General Electric Capital Corporation, as successor agent under the existing Credit Agreement, all of its right, title and interest in and to any and all security interests created under or pursuant to the Intellectual Property Security Agreement.

### AGREEMENT

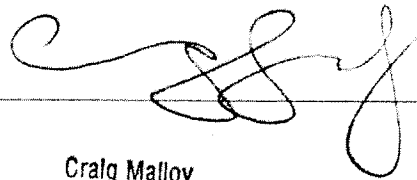
Lehman Commercial Paper Inc., as Collateral Agent (the "***Assignor***"), for valuable consideration, receipt of which is hereby acknowledged, hereby assigns to General Electric Capital Corporation as successor agent under the Credit Agreement (the "***Assignee***"), the Intellectual Property Security Agreement including, without limitation, security interests in the Grantors' right, title and interest in and to the Trademarks, used or associated with or appurtenant to the products, services and businesses of any Grantor that are set forth on Schedule A hereto (collectively, the "***Assigned Trademark Security Interests***"). This assignment is made without recourse, representations and warranties of any kind.

[Signature Pages Follow]

DATED as of the 29<sup>th</sup> day of September, 2008.

**LEHMAN COMMERCIAL PAPER INC., as  
Assignor**

By: \_\_\_\_\_  
Name:  
Title:



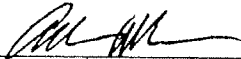
**Craig Malloy  
Authorized Signatory**

ACCEPTANCE AND ASSUMPTION

Assignee, as successor agent accepts the foregoing assignment of the Assigned Trademark Security Interests and assumes each and every obligation of the Assignor under and pursuant to the Intellectual Property Security Agreement arising from and after the date hereof.

DATED as of the 6<sup>th</sup> day of October, 2008.

**GENERAL ELECTRIC CAPITAL  
CORPORATION**, as successor agent


By:   
Name: Adam Willis  
Title: Duly Authorized Signatory

**ACKNOWLEDGEMENT AND CONSENT**

Each of the Grantors hereby acknowledges and consents to the assignment of the Assigned Trademark Security Interests from the Assignor to the Assignee as contemplated hereby.

DATED as of the 29th day of September, 2008.

**PG HOLDCO, LLC  
PGA HOLDINGS, INC., on behalf of  
itself and as successor by merger to PG  
MergerSub, Inc.  
PRESS, GANEY ASSOCIATES, INC.**

By   
Name: \_\_\_\_\_  
Title:

## UNITED STATES TRADEMARKS

|                                  |            |           |                               |
|----------------------------------|------------|-----------|-------------------------------|
| CLEARLY THE RIGHT<br>DIRECTION   | 75/425,847 | 2,230,604 | Press, Ganey Associates, Inc. |
| COMPASS AWARD                    | 77/182,561 | 3,348,003 | Press, Ganey Associates, Inc. |
| DESIGN for Achievement<br>Awards | 77/188,230 | 3,356,012 | Press, Ganey Associates, Inc. |
| ECOMPASS                         | 77/130,395 |           | Press, Ganey Associates, Inc. |
| EDUCORE                          | 78/704,968 | 3,126,797 | Press, Ganey Associates, Inc. |
| FIRST PERSON                     | 76/320,275 | 2,681,835 | Press, Ganey Associates, Inc. |
| INFOEDGE                         | 75/887,573 | 2,505,910 | Press, Ganey Associates, Inc. |
| INFOTURN                         | 75/887,586 | 2,570,703 | Press, Ganey Associates, Inc. |
| PARTNERS IN<br>IMPROVEMENT       | 77/162,961 |           | Press, Ganey Associates, Inc. |
| PARTNERS IN QUALITY              | 74/090,695 | 1,682,891 | Press, Ganey Associates, Inc. |
| PARTNERS IN QUALITY              | 74/090,668 | 1,795,361 | Press, Ganey Associates, Inc. |
| PRECEPTOR                        | 75/909,004 | 2,601,944 | Press, Ganey Associates, Inc. |
| PRESS GANEY                      | 75/425,846 | 2,228,347 | Press, Ganey Associates, Inc. |
| SERVICE OPPORTUNITY<br>SYSTEM    | 76/524,145 | 2,947,350 | Press, Ganey Associates, Inc. |
| SOLUTIONS STARTER                | 78/704,967 | 3,126,796 | Press, Ganey Associates, Inc. |
| SOLUTIONS STARTERS               | 77/142,349 |           | Press, Ganey Associates, Inc. |
| SOS                              | 76/524,150 | 2,907,775 | Press, Ganey Associates, Inc. |
| SUCCESS STORY AWARD              | 77/187,874 | 3,348,013 | Press, Ganey Associates, Inc. |
| SUMMIT AWARD                     | 77/182,471 | 3,348,001 | Press, Ganey Associates, Inc. |