

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
Umbria, Inc.		04/01/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	J.D. Power and Associates		
Street Address:	2625 Townsgate Road		
Internal Address:	Suite 100		
City:	Westlake Village		
State/Country:	CALIFORNIA		
Postal Code:	91361		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3168091	UMBRIA	
CORRESPONDENCE DATA			
Fax Number:	(212)969-2900		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 969-3000		
Email:	trademark@proskauer.com		
Correspondent Name:	Jenifer deWolf Paine		
Address Line 1:	Proskauer Rose LLP		
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Address Line 4:	New York, NEW YORK 10036-8299		
ATTORNEY DOCKET NUMBER:	50616-417		
NAME OF SUBMITTER:	Jenifer deWolf Paine		
Signature:	/Jenifer deWolf Paine/		

CH \$40.00 3168091

Date:

05/06/2009

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Umbria, Inc., a Delaware corporation, and having a place of business at 4888 Pearl East Circle, Boulder, Colorado 80301 (herein "Assignor"), owns and has used in its business the trademark listed on attached Schedule A (the "Assigned Trademark"); and

WHEREAS, J.D. Power and Associates, a Delaware corporation, having a place of business at 2625 Townsgate Road, Suite 100, Westlake Village, California 91361 (herein "Assignee"), is desirous of acquiring the entire, right, title and interest in and to the Assigned Trademark and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of Ten Dollars (\$10.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto Assignee, its successors or assigns, the entire right, title and interest in and to the Assigned Trademark and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

Dated: April 1, 2008

Umbria, Inc.

By: 

Name: Howard Kaushansky

Title: President

SCHEDULE A

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
UMBRIA	3,168,091	November 7, 2006

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