

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
MSInteractive, L.L.C.		04/23/2009	LIMITED LIABILITY COMPANY: MICHIGAN
RECEIVING PARTY DATA			
Name:	Market Strategies, Inc.		
Street Address:	20255 Victor Parkway		
Internal Address:	Suite 400		
City:	Livonia		
State/Country:	MICHIGAN		
Postal Code:	48152		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2831301	PERCEPTION ANALYZER	
CORRESPONDENCE DATA			
Fax Number:	(734)662-9559		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	734-662-4426		
Email:	apatti@hooperhathaway.com		
Correspondent Name:	Anthony P. Patti		
Address Line 1:	126 S. Main		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	MSI #149		
NAME OF SUBMITTER:	Anthony P. Patti		
Signature:	/Anthony P. Patti/		

OP \$40.00 2831301

Date:

06/04/2009

Total Attachments: 1

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ASSIGNMENT OF REGISTERED TRADEMARK

WHEREAS, MSINTERACTIVE, L.L.C., ("MSINTERACTIVE") a Michigan limited liability company having its principal offices at 20255 Victor Parkway, Suite 400, Livonia, Michigan 48152 is the owner of the trademark "PERCEPTION ANALYZER" which is registered in the United States Patent and Trademark Office, Registration No. 2831301, dated April 13, 2004 (the "Trademark"); and

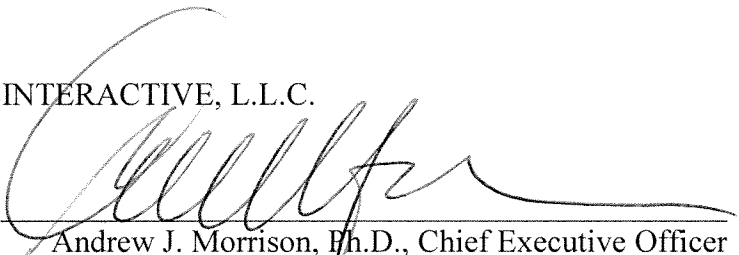
WHEREAS, MARKET STRATEGIES, INC. ("MSI"), a Michigan corporation having its principal offices at 20255 Victor Parkway, Suite 400, Livonia, Michigan 48152 is desirous of acquiring 100% of MSINTERACTIVE's interest in the Trademark, and MSINTERACTIVE is desirous of assigning to MSI 100% of its interest in the Trademark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. MSINTERACTIVE does hereby assign unto MSI all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the above identified registration thereof.

MSINTERACTIVE, L.L.C.

By:



Andrew J. Morrison, Ph.D., Chief Executive Officer of MARKET STRATEGIES, INC., sole Member of MSINTERACTIVE, L.L.C.

Date: May 26, 2006

STATE OF MICHIGAN)
) ss
COUNTY OF)

The foregoing instrument was acknowledged before me this 23rd day of April, 2009 by Andrew J. Morrison, Ph.D., the Chief Executive Officer of MARKET STRATEGIES, INC., sole Member of MSINTERACTIVE, L.L.C. a Michigan limited liability company, on behalf of the limited liability company.

Mary Beth Marino
Mary Beth Marino, Notary Public
Wayne County, Michigan
My commission expires: 11-01-2011

