

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/31/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
NUCO Business Information, LLC		08/31/2009	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	The National Underwriter Company
Street Address:	5081 Olympic Boulevard
City:	Erlanger
State/Country:	KENTUCKY
Postal Code:	41018
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	3231808	INSIDECOUNSEL
Registration Number:	3231809	INSIDECOUNSEL SUPERCONFERENCE
Registration Number:	2708122	BOOK ADVISOR
Registration Number:	2728295	INVESTMENT ADVISOR
Registration Number:	1770014	TREASURY AND RISK MANAGEMENT
Registration Number:	2771276	WEALTH ADVISOR SUMMIT

CORRESPONDENCE DATA

Fax Number: (513)762-7935
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (513) 455-7635
 Email: lek@gdm.com
 Correspondent Name: Lori Krafte
 Address Line 1: 255 East Fifth Street

900142859

TRADEMARK
REEL: 004059 FRAME: 0081

CH \$165.00 3231808

Address Line 2: 2900 Chemed Center
Address Line 4: Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:	104705.52
-------------------------	-----------

NAME OF SUBMITTER:	Lori Krafte
--------------------	-------------

Signature:	/Lori Krafte/
------------	---------------

Date:	09/10/2009
-------	------------

Total Attachments: 1 source=NUCO Natl UnderAssignmentBB#page1.tif
--

TRADEMARK ASSIGNMENT

WHEREAS, NUCO Business Information, LLC ("Assignor"), a Delaware limited liability company having an address at 5081 Olympic Blvd, Erlanger, KY 41018, is the owner of certain right, title, and interest in and to the trademarks INSIDECOUNSEL and INSIDECOUNSEL SUPERCONFERENCE and the corresponding federal Trademark Registrations No. 3,231,808 and No. 3,231,809 (the "Marks"); and

WHEREAS, The National Underwriter Company, an Ohio corporation having an address at 5081 Olympic Boulevard, Erlanger, Kentucky 41018 ("Assignee"), wishes to acquire all rights that Assignor has in and to the Marks, together with the good will of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell and assign unto Assignee, *nunc pro tunc* as of December 31, 2008, all of Assignor's right, title, and interest in and to the Marks, together with the good will of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's right, title, and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession and control of Assignor.

IN WITNESS WHEREOF, said Assignor has caused this instrument to be executed this 31 day of August, 2009.

NUCO BUSINESS INFORMATION, LLC

By: Thomas M. Sly

Title: CEO

3544024_1.doc