

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Termination and Release	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bank Leumi Le-Israel B.M.		08/05/2010	Bank: ISRAEL
RECEIVING PARTY DATA			
Name:	Opinion Research Corporation		
Street Address:	902 Carnegie Street		
Internal Address:	Suite 200		
City:	Princeton		
State/Country:	NEW JERSEY		
Postal Code:	08540		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1147327	ORC	
Registration Number:	1470224	CARAVAN	
Registration Number:	1158530	CARAVAN SURVEYS	
CORRESPONDENCE DATA			
Fax Number:	(202)408-3141		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	800-927-9801 x2348		
Email:	jpaterso@cscinfo.com		
Correspondent Name:	Corporation Service Company		
Address Line 1:	1090 Vermont Avenue NW, Suite 430		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005		
ATTORNEY DOCKET NUMBER:	476539		
NAME OF SUBMITTER:	Jean Paterson		

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**TRADEMARK
 REEL: 004259 FRAME: 0445**

Signature:	/jep/
Date:	08/12/2010
Total Attachments: 3 source=8-12-10 Bank Leumi-TM#page1.tif source=8-12-10 Bank Leumi-TM#page2.tif source=8-12-10 Bank Leumi-TM#page3.tif	

Secured Party: Bank Leumi Le-Israel B.M. , as the secured party (the "Secured Party") under that certain Assignment of United States Services Marks and Service Mark Registrations (the "Assignment Agreement") dated as of November 26, 1991, by and among Opinion Research Corporation (the "Company") and the Secured Party.

TERMINATION AND RELEASE OF TRADEMARK SECURITY INTERESTS

The Secured Party agrees that any right, title or interest of the Secured Party in the Trademarks listed on the attached Schedule A (and in the goodwill associated with and symbolized by said trademarks) granted to the Secured Party pursuant to the Assignment Agreement and recorded in the Trademark Division of the United States Patent and Trademark Office under the U.S. Registration No. noted in Schedule A, is hereby released, terminated, extinguished and otherwise assigned to the Company along with all associated goodwill, as of the date stated below.

IN WITNESS WHEREOF, the undersigned has executed this Termination and Release of Trademark Security Interests as of AUGUST 5, 2010.

Bank Leumi Le-Israel B.M. , as Secured Party

By: 

Name: THOMAS SPRITZER

Title: First Vice President

SCHEDULE A

<u>Service Mark</u>	<u>Date</u>	<u>U.S. Registration No.</u>
ORC	February 17, 1981	1,147,327
CARAVAN	December 22, 1987	1,470,224
CARAVAN SURVEYS	June 23, 1981	1,158,530