

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
Dun & Bradstreet, Inc.		09/16/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	MCH, Inc.		
Street Address:	601 E. Marshall Street		
City:	Sweet Springs		
State/Country:	MISSOURI		
Postal Code:	65351-9613		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2007602	QUALITY EDUCATION DATA	
Registration Number:	1407908	QED	
CORRESPONDENCE DATA			
Fax Number:	(816)474-3216		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	816-474-8100		
Email:	sfbbaaction@spencerfane.com		
Correspondent Name:	Kyle L. Elliott		
Address Line 1:	1000 Walnut Street		
Address Line 2:	Suite 1400		
Address Line 4:	Kansas City, MISSOURI 64106		
ATTORNEY DOCKET NUMBER:	5008151-4		
NAME OF SUBMITTER:	Kyle L. Elliott		
Signature:	/kle/		

OP \$65.00 2007602

Date:

09/17/2010

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARKS (this "Assignment") is made and entered into this sixteenth day of September, 2010 (the "Effective Date"), by and between Dun & Bradstreet, Inc., a Delaware corporation ("Assignor") and MCH, Inc., a Missouri corporation ("Assignee").

Recitals:

A. Assignor and Assignee have entered into a License Agreement dated as of even date herewith, pursuant to which Assignor has agreed to sell to Assignee and Assignee has agreed to buy from Assignor the QED Marks (as defined in the License Agreement), including the trademarks **QED**, United States Trademark Registration No. 1,407,908, and **QUALITY EDUCATION DATA**, United States Trademark Registration No. 2,007,602 (the "QED Registrations"); and

B. Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the QED Marks and all goodwill associated therewith.

Agreement:

NOW, THEREFORE, for and in consideration of the Recitals and the purchase price set forth in the License Agreement, the receipt of which is hereby acknowledged, the parties agree as follows:

Assignment of QED Marks. Assignor does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the QED Marks and any and all rights to the QED Registrations, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of the QED Marks, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by the Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the Assignor had this Assignment not been made.

[Intentionally Left Blank]

IN WITNESS WHEREOF, Assignor and Assignee have each caused a duly authorized officer to execute this Assignment as of the date first above written.

DUN & BRADSTREET, INC.

By: John F. Cingue
Name: John F. Cingue
Title: Assistant Secretary

STATE OF New Jersey)
)ss
COUNTY OF Essex)

On this 16th day of September, 2010, before me, the undersigned, a Notary Public within and for the County and State aforesaid, personally appeared John F. Cingue Assis. Sec. of The Dun and Bradstreet Corporation, a Delaware corporation doing business on as Market Data Retrieval ("Assignor") to me known to be the person who executed the foregoing instrument, and acknowledged that he/she executed the same as his/her free act and deed and the free act and deed of the Company.



[Signature]
Notary Public, _____ County, _____
My commission expires: _____

MCH, INC.

By: [Signature]
Peter Long, CEO

STATE OF Missouri)
)ss
COUNTY OF Saline)

On this 16 day of September, 2010, before me, the undersigned, a Notary Public within and for the County and State aforesaid, personally appeared Peter Long, CEO of MCH, Inc. ("Assignee") to me known to be the person who executed the foregoing instrument, and acknowledged that he/she executed the same as his/her free act and deed and the free act and deed of the Company.

Brenda K. Viets
Notary Public, _____ County, Saline

My commission expires: 2-26-13

