

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Micronomics, Inc.		12/31/2010	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Economic Research Services, Inc.		
<b>Street Address:</b>	3232 McKinney Avenue, Ste. 1000		
<b>City:</b>	Dallas		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75204		
<b>Entity Type:</b>	CORPORATION: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2575297	MICRONOMICS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(214)756-8113		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	2147408113		
<b>Email:</b>	sthall@lockelord.com		
<b>Correspondent Name:</b>	Robin L. Barnes		
<b>Address Line 1:</b>	2200 Ross Ave., Ste. 2200		
<b>Address Line 4:</b>	Dallas, TEXAS 75201		
<b>ATTORNEY DOCKET NUMBER:</b>	052991100025		
<b>NAME OF SUBMITTER:</b>	Robin L. Barnes		
<b>Signature:</b>	/Robin L. Barnes/		
<b>Date:</b>	01/07/2011		

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**TRADEMARK**  
**REEL: 004449 FRAME: 0096**

Total Attachments: 4

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## **TRADEMARK ASSIGNMENT**

This Assignment of Trademark Registrations and Applications (this "Assignment") is effective as of the 31st day of December, 2010, by and between Micronomics, Inc., a California corporation ("Assignor") and Economic Research Services, Inc., a Florida corporation ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title, and interest in (i) the marks, trademark registrations and trademark applications identified on Schedule A attached hereto, along with the goodwill associated therewith and (ii) the mark "R W Economics" along with the goodwill associated therewith (collectively, the "Trademarks");

WHEREAS, Assignor, Assignee and certain other parties have entered into an Asset Purchase Agreement, dated as of December 31, 2010 (the "Agreement"), under which Assignor is required to assign the Trademarks to Assignee;

NOW, THEREFORE, in consideration of the foregoing, the consideration recited in the Agreement, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby:

1. Grant, sell, assign, transfer, and convey unto Assignee, its successors, assigns, and legal representatives, all of Assignor's right, title and interest in and to the Trademarks, including all applications, registrations, and in and to any renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith, and together with the right of Assignor to take action, claim relief, and recover damages in respect of infringements occurring prior or subsequent to the date of this Assignment.
2. Covenant to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers and take any actions necessary to perfect and vest such rights, title and interest in Assignee, its successors, assigns and legal representatives. If Assignee, its successors, assigns or other legal representatives shall desire to file any continuing or renewal applications based upon any of the Trademarks, or to file a disclaimer relating thereto, Assignor will upon request, sign all papers, make all rightful oaths and do all lawful acts requisite for the filing of such application or disclaimer and the procuring thereof, without further compensation but at the expense of Assignee, its successors, assigns or other legal representatives.
3. This Assignment shall be governed by and interpreted in accordance with the laws of the State of Texas.
4. This Assignment may be executed in counterparts, and when so executed, each counterpart shall be deemed an original, and said counterparts shall constitute one and the same instrument.

**[SIGNATURE AND NOTARY PAGE FOLLOWS]**

IN WITNESS WHERE OF, Assignor and Assignee have executed this Assignment as follows, effective as of the date first above written.

ASSIGNOR:  
Micronomics, Inc.

By: [Signature]  
Name: Roy Weinstein  
Title: President

ASSIGNEE:  
Economic Research Services, Inc.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**NOTARIZATION OR LEGALIZATION ACCOMPANYING ASSIGNMENT**

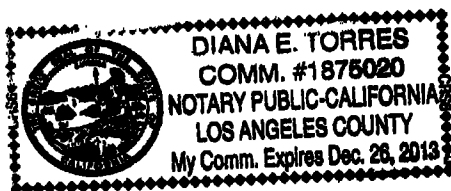
STATE OF CALIFORNIA            )  
  )  
COUNTY OF LOS ANGELES    )    ss.:

On this 3rd day of January, 2011, before me personally appeared Roy Weinstein, having the title President of Micronomics, Inc., and known by me to be the person of the above name, who signed the foregoing instrument in the capacity designated, and acknowledged the same to be his own free act and deed and for the purpose therein set forth.

[Signature: Diana E. Torres]  
Notary Public in and for the State of  
California

My Commission Expires:  
December 26, 2013

Diana E. Torres  
Printed Name of Notary



[Signature Page to Trademark Assignment]

IN WITNESS WHERE OF, Assignor and Assignee have executed this Assignment as follows, effective as of the date first above written.

ASSIGNOR:  
Micronomics, Inc.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

ASSIGNEE:  
Economic Research Services, Inc.

By: Charles Gilbert  
Name: Charles Gilbert  
Title: VP & Asst. Secy

**NOTARIZATION OR LEGALIZATION ACCOMPANYING ASSIGNMENT**

STATE OF \_\_\_\_\_ )  
COUNTY OF \_\_\_\_\_ ) ss.:

On this \_\_\_\_ day of December, 2010, before me personally appeared \_\_\_\_\_, having the title \_\_\_\_\_ of Micronomics, Inc., and known by me to be the person of the above name, who signed the foregoing instrument in the capacity designated, and acknowledged the same to be his own free act and deed and for the purpose therein set forth.

\_\_\_\_\_  
Notary Public

My Commission Expires:

[Signature Page to Trademark Assignment]

**SCHEDULE A**

**Trademarks**

<b>Jurisdiction</b>	<b>Trademark Name</b>	<b>Registration No./ Serial No.</b>	<b>Registration Date/ Filing Date</b>	<b>Class(es)</b>
Federal	Micronomics (word mark)	2575297/ 76064485	June 4, 2002/ June 7, 2000	IC 035