

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
Blue Sky Chicago, Inc.		01/01/2011	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	FreeOsk Marketing, Inc.		
Street Address:	180 N. Wabash Ave., Suite 330		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60603		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85190553	FREEOSK	
CORRESPONDENCE DATA			
Fax Number:	(312)460-7000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3124605000		
Email:	jsutherland@seyfarth.com		
Correspondent Name:	Julia K. Sutherland		
Address Line 1:	131 South Dearborn St., Suite 2400		
Address Line 4:	Chicago, ILLINOIS 60603		
ATTORNEY DOCKET NUMBER:	56724-1		
NAME OF SUBMITTER:	Julia K. Sutherland		
Signature:	/Julia K. Sutherland/		
Date:	02/17/2011		

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Total Attachments: 1
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ASSIGNMENT OF INTELLECTUAL PROPERTY

This ASSIGNMENT OF INTELLECTUAL PROPERTY (this "Agreement") is made and entered into as of January 1, 2011, by Blue Sky Chicago, Inc., an Illinois corporation, having a principal place of business at 180 N. Wabash Ave., Suite 330, Chicago, Illinois 60603 ("Assignee") and FreeOsk Marketing, Inc., a Delaware corporation, with a principal place of business at 180 N. Wabash Ave., Suite 330, Chicago, Illinois 60603 ("Assignor").

RECITALS

WHEREAS, Assignor is the owner of U.S. Patent Application No. 12/583217 entitled "Method for Measuring Effectiveness of Sampling Activity and Providing Pre-Market Product Feedback" ("Patent Application");

WHEREAS, Assignor is the owner of all right, title, and interest in and to the trademark FREEOSK ("Mark"), U.S. Serial No. 85/190,553 for the Mark, and all goodwill represented by the Mark;

WHEREAS, Assignee desires to acquire the Patent Application, Mark, U.S. Serial No. 85/190,553 for the Mark, and related goodwill (collectively "Intellectual Property") exclusively and Assignor desires to assign its ownership interest in the Intellectual Property to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns unto Assignee all right, title, and interest in and to the Intellectual Property, together with the right to sue for and collect damages or any other compensation for past infringement, dilution, or misuse of the Intellectual Property.

BLUE SKY CHICAGO, INC.

By: Matthew P. Fitch

Its: President

Date: 1-11-11

FREEOSK MARKETING, INC.

By: Matthew P. Fitch

Its: President

Date: 1-11-11