

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
Enetrix, LLC		02/07/2011	LIMITED LIABILITY COMPANY: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Gallup, Inc.		
<b>Street Address:</b>	1001 Gallup Drive		
<b>City:</b>	Omaha		
<b>State/Country:</b>	NEBRASKA		
<b>Postal Code:</b>	68102		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3380649	ENETRIX	
Registration Number:	3102370	E-VOTE	
Registration Number:	3118532	H2O RATES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(608)252-9243		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	6082558891		
<b>Email:</b>	mal@dewittross.com		
<b>Correspondent Name:</b>	Marcia Layton		
<b>Address Line 1:</b>	DeWitt Ross & Stevens S.C.		
<b>Address Line 2:</b>	2 E. Mifflin Street, Suite 600		
<b>Address Line 4:</b>	Madison, WISCONSIN 53703-2865		
<b>ATTORNEY DOCKET NUMBER:</b>	10510		
<b>NAME OF SUBMITTER:</b>	Marcia Layton		

OP \$90.00 3380649

**900184385**

**TRADEMARK**  
**REEL: 004482 FRAME: 0052**

Signature:	/marcialayton/
Date:	02/17/2011
Total Attachments: 3 source=USPTO--110217--TM_Assignment--Enetrix_to_Gallup--EXECUTED#page1.tif source=USPTO--110217--TM_Assignment--Enetrix_to_Gallup--EXECUTED#page2.tif source=USPTO--110217--TM_Assignment--Enetrix_to_Gallup--EXECUTED#page3.tif	

## ASSIGNMENT OF MARKS

This document is an ASSIGNMENT made by **Enetrix, LLC**, a limited liability company located and doing business at 8476 Greenway Blvd, Suite 100, Middleton, WI 53562 (hereinafter the ASSIGNOR), to **Gallup, Inc.**, a Delaware corporation located and doing business at 1001 Gallup Drive, Omaha, NE 68102 (hereinafter the ASSIGNEE), with the ASSIGNMENT being effective as of the date of the ASSIGNOR's signature below.

ASSIGNOR has adopted, used, and is the owner of the following marks, as identified in the following documents on file in the U.S. Patent and Trademark Office:

Mark	Registration No.	Registration Date
<b>ENETRIX</b>	3380649	February 12, 2008
<b>ENETRIX TECHNOLOGIES</b>	2926918	February 15, 2005
<b>E-VOTE</b>	3102370	June 6, 2006
<b>H2O RATES</b>	3118532	July 18, 2006

ASSIGNEE, the owner of ASSIGNOR, wishes to be formally recognized as the holder of legal and equitable title to marks, their registrations, and the goodwill symbolized by the marks (both in the United States and worldwide), and to acquire the marks, their registrations, and the goodwill therein for use by itself, or through ASSIGNEE or other related companies (as this term is defined in 15 USC §1127 as of the time this ASSIGNMENT is made).

**THEREFORE**, for good and valuable consideration provided by ASSIGNEE to ASSIGNOR, the receipt and sufficiency of which is hereby mutually acknowledged:

ASSIGNOR hereby sells, assigns, and transfers to ASSIGNEE all of its rights, title and interest in and to the above-noted marks, all above-noted registrations of and applications to register the marks, and all goodwill associated with and symbolized by the marks, both in the United States and elsewhere.

ASSIGNOR further assigns to ASSIGNEE all right to sue for and receive all damages accruing from past or present infringements of the marks herein assigned.

This agreement shall be binding upon and shall inure to the benefit of the heirs, legal representatives, successors, and assigns of ASSIGNOR and ASSIGNEE, as well as all others acting by, through, with or under their direction, and all those in privity therewith.

For the ASSIGNOR:

[Handwritten Signature]  
Signature

James R. Krieger  
Printed Name

President  
Position / Title within ASSIGNOR

2/7/2011  
Date of Execution

The above-named individual (1) appeared before me; (2) provided identification verifying that he/she is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of his/her own free will; and (5) either signed the document above, or confirmed that he/she made the signature above.

State of:

Nebraska

Tasha M. Woodin

NOTARY PUBLIC - NAME

Feb. 7, 2011

DATE OF NOTARIZATION

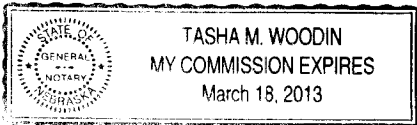
County of:

Douglas

My commission expires:

March 18, 2013

SEAL



For the ASSIGNEE

Signature

*[Handwritten Signature]*

Printed Name

Lisa B. Kuchler

Assistant Corporation Secretary

Position / Title within ASSIGNEE

2/7/2011

Date of Execution

The above-named individual (1) appeared before me; (2) provided identification verifying that he/she is the person whose name and signature is set forth above; (3) verified that he/she understands the type, intended purpose, and effect of this document; (4) verified that this document is signed voluntarily, as an act of his/her own free will; and (5) either signed the document above, or confirmed that he/she made the signature above.

State of:

Nebraska

*Tasha M. Woodin*

NOTARY PUBLIC - NAME

Feb. 7, 2011

DATE OF NOTARIZATION

SEAL

County of:

Douglas

My commission expires:

March 18, 2013

