

**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
RERC, L.C.		12/29/2003	LIMITED LIABILITY COMPANY: IOWA
RECEIVING PARTY DATA			
Name:	Real Estate Research Corporation		
Street Address:	500 First Street SE		
City:	Waverly		
State/Country:	IOWA		
Postal Code:	50677		
Entity Type:	CORPORATION: IOWA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2426677	RERC	
CORRESPONDENCE DATA			
Fax Number:	(847)482-1048		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	847-509-0250		
Email:	clarson@hillfirm.com		
Correspondent Name:	Dennis A. Gross		
Address Line 1:	1925 West Field Court		
Address Line 2:	Suite 250		
Address Line 4:	Lake Forest, ILLINOIS 60045		
ATTORNEY DOCKET NUMBER:	RER11165		
NAME OF SUBMITTER:	Dennis A. Gross		
Signature:	/Dennis A Gross/		
Date:	07/08/2011		
Total Attachments: 1 source=RERC Signed Assignment - confirmatory trademark#page1.tif			

OP \$40.00 2426677

**ASSIGNMENT**

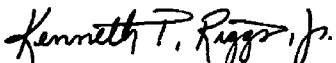
RERC, L.C., a Limited Liability Company of the State of Iowa, having an office and place of business at 99 E Bremer Ave., Waverly, IA 50677, adopted and used in its business the trademarks set forth below:

Trademark Name: RERC  
U.S. Registration No. 2,426,677

WHEREAS, REAL ESTATE RESEARCH CORPORATION, a Corporation of the State of Iowa, having an office and place of business at 99 E Bremer Ave., Waverly, IA 50677, has acquired said trademark and the registration thereof, and the good will of the business associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged and confessed, RERC, L.C. hereby sells, assigns, transfers and sets over unto REAL ESTATE RESEARCH CORPORATION. the entire right, title and interest in and to said trademarks and the registrations thereof, together with the good will of the business in connection with which the trademarks and registrations have been used, all rights to continue said registrations, all common law rights associated therewith, together with the right to bring and maintain actions based on the trademarks nunc pro tunc as of December 29, 2003.

RERC, L.C.

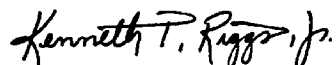
Signed: 

Printed Name: Kenneth P. Riggs, Jr.

Title: Managing Partner

Confirmed:

REAL ESTATE RESEARCH CORPORATION

Signed: 

Printed Name: Kenneth P. Riggs, Jr.

Title: President & CEO