

**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
TQM Group, Inc.		07/13/2011	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Texas Christian University		
Street Address:	2800 S. University Drive		
City:	Fort Worth		
State/Country:	TEXAS		
Postal Code:	76129		
Entity Type:	non-profit corporation: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77876940	FEAR THE FROG	
CORRESPONDENCE DATA			
Fax Number:	(404)541-3372		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-815-6500		
Email:	tmadmin@kilpatricktownsend.com		
Correspondent Name:	William H. Brewster		
Address Line 1:	1100 Peachtree Street, Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	C1233/396060		
NAME OF SUBMITTER:	Beth Rook		
Signature:	/beth rook/		
Date:	08/03/2011		
Total Attachments: 2 source=CLC - Texas Christian - TM - FEAR THE FROG Assignment#page1.tif source=CLC - Texas Christian - TM - FEAR THE FROG Assignment#page2.tif			

OP \$40.00 77876940

ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made as of the 13<sup>th</sup> day of July, 2011, between TQM Group, Inc., a corporation duly organized and existing under the laws of the State of Illinois, with its principal place of business at 387 47 West Division Street, Chicago, Illinois 60610 (the "Assignor") and Texas Christian University, a non-profit corporation duly organized and existing under the laws of the State of Texas, with its principal place of business at 2800 S. University Drive, Fort Worth, Texas 76129 (the "Assignee").

WHEREAS, Assignor owns certain rights in the trademark FEAR THE FROG (the "Trademark"), including United States Trademark Application Serial No. 77876940 therefor, which application was filed under Section 1(b) of the Lanham Act (the "Application");

WHEREAS, Assignor wishes to assign, grant and deliver exclusively unto Assignee all of its rights, titles and interests of every kind and nature whatsoever in and to the Trademark and the Application, together with the business of Assignor pertaining to said mark and application and the goodwill relating thereto, and all rights of action and claims for past infringement thereof;

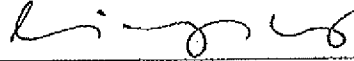
WHEREAS, Assignee, as a successor to that portion of the business to which the aforementioned Trademark and Application pertains, is desirous of accepting said assignment;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and conveys to Assignee all rights, titles, and interests in and to the Trademark and the Application, and any registration that issues therefrom, together with that portion of Assignor's business to which the Trademark and

the Application pertain and the goodwill of the business symbolized by the Trademark and the Application, and all rights of action and claims for past infringement thereof.

Dated: JULY 13, 2011

Assignor:  
TQM Group, Inc.



Christopher Walls  
President