

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
Customer Potential Management Corporation		10/17/2011	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Customer Potential Management Marketing Group, Inc.		
Street Address:	8130 Excelsior Drive		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53717		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2146810	CAMPAIGN MANAGER	
Registration Number:	2206340	DATA FUSION	
Registration Number:	3210350	HEALTH2WORK	
Registration Number:	2133479	MARKET ANALYST	
CORRESPONDENCE DATA			
Fax Number:	(312)698-2168		
Email:	lisa.gates@bakermckenzie.com, colleen.brennan@bakermckenzie.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Lisa Parker Gates		
Address Line 1:	130 East Randolph Drive		
Address Line 2:	One Prudential Plaza, Suite 3500		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	2225244-000001		

CH \$115.00 2146810

900204812

TRADEMARK
REEL: 004643 FRAME: 0037

NAME OF SUBMITTER:	Lisa Parker Gates
Signature:	/lisa parker gates/
Date:	10/17/2011
Total Attachments: 2 source=Assignment - Customer Potential Management Corporation#page1.tif source=Assignment - Customer Potential Management Corporation#page2.tif	

UNITED STATES

DEED OF ASSIGNMENT

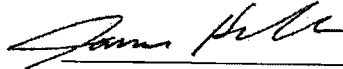
WHEREAS, Customer Potential Management Corporation (Assignor), an Illinois corporation located at 2500 North Main, East Peoria, Illinois 61611, has adopted, used and is using the trademarks shown on Schedule A hereto (hereinafter called "the trademarks") and

WHEREAS Customer Potential Management Marketing Group, Inc. (Assignee), an Illinois corporation located at 8130 Excelsior Drive, Madison, Wisconsin 53717, is desirous of acquiring the trademarks and all common law rights therein;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Customer Potential Management Corporation hereby assigns to Customer Potential Management Marketing Group, Inc., all right, title and interest in and to the trademarks including all common law rights therein together with the goodwill of the business symbolized by the trademarks.

DATED: 10/17/2011

Customer Potential Management Corporation



Name: James Hallick
Title: Vice President

UNITED STATES

SCHEDULE

TRADEMARK

REG. NO.

CAMPAIGN MANAGER
DATA FUSION
HEALTH2WORK
MARKET ANALYST

2146810
2206340
3210350
2133479