

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>
P&B LLC		10/01/2010	LIMITED LIABILITY COMPANY:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Rinato, LLC		
<b>Doing Business As:</b>	DBA POPULUS		
<b>Street Address:</b>	1821 E. Grand Canyon Dr.		
<b>City:</b>	Meridian		
<b>State/Country:</b>	IDAHO		
<b>Postal Code:</b>	83646		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: IDAHO		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3750415	COMMUNITY INSIGHT	
<b>Registration Number:</b>	3391865	POPULUS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(208)344-5300		
<b>Phone:</b>	208-344-5300		
<b>Email:</b>	paul@populus.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Paul Butcher		
<b>Address Line 1:</b>	1821 E. Grand Canyon Dr.		
<b>Address Line 4:</b>	Meridian, IDAHO 83646		
<b>NAME OF SUBMITTER:</b>	Paul Butcher		
<b>Signature:</b>	/Paul Butcher/		

OP \$65.00 3750415

Date:

01/17/2012

**Total Attachments: 5**

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PROPERTY TRANSFER AND TRADEMARK ASSIGNMENT

This Transfer and Assignment ("Assignment") is made effective as of October 1, 2010 from P & B LLC ("ASSIGNOR"), To Rinato, LLC ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the property and trademarks (the "Marks") and other property, intellectual and physical ("the Property") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods on which the Marks are used ("the Products").

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and the Property.

NOW, THEREFORE, in consideration of the payment of Two Thousand Five Hundred Dollars (\$2,500.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks and the Property, together with (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered: (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damaged, and payments for past or future infringements and misappropriations of the Marks: and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks and the Property.

P & B LLC

/s/ Paul Butcher

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by Paul Butcher, President

EXHIBIT A

TRADEMARKS

Mark	Serial Number	Registration Number	Filing Date	Registration Date
POPULUS	78843703	3391865	3/22/2006	3/4/2008
Community Insight	77496190	3750415	6/11/2008	2/16/2010
Best Places to Work in Idaho				

OTHER PROPERTY

3. Domain Names

populus.com  
 populus.biz  
 populus.mobi

communityinsight.com  
 communityinsight.net  
 communityincite.com

bestplacestoworkinidaho.com  
 bestplacestoworkinid.com  
 bestinidaho.com  
 bestplacesprogram.com

stakeholderinsight.com  
 stakeholderinsights.com

datorum.com

apersonlikeme.com  
 personlikeme.com

readerchoiceaward.com  
 readerchoiceawards.com

employeechoiceaward.com  
 employeechoiceawards.com

choiceemployernetwork.com  
 choiceemployerprogram.com

certifiedchoiceemployer.com

4. All rights to the Software known as the POPULUS Website software defined as that certain computer software known as the "POPULUS Website", which is described as "software that delivers the POPULUS Website". This software runs under the domain populus.com.

5. All rights to the Best Places to Work in Idaho program which includes: the Software known as the Best Places to Work in Idaho Software known as the Best Places to Work in Idaho Website software

defined as that certain computer software known as the "Best Places to Work in Idaho Website", which is described as "software that delivers the Best Places to Work in Idaho Website". This software runs under the domain bestplacestoworkinidaho.com; and, all data collected, publications produced, and any intellectual property that resulted from this program.

6. All rights to the Software known as the Community Insight Software known as the Community Insight Website software defined as that certain computer software known as the "Community Insight Website", which is described as "software that delivers the Community Insight Website". This software runs under the domain communityinsight.com. All rights to all data collected, publications produced, and any intellectual property that resulted from this program.

7. All rights to the Software known as the Survey Execution Automation Tool (SEAT) Software known as the SEAT Website software defined as that certain computer software known as the "SEAT Website", which is described as "software that delivers the SEAT Website". This software runs under the domain datorum.com.

8. All rights to the computer hardware described as:

Description	Manufacturer	Model	Serial Number
Laptop	Hewlett Packard (PB-Laptop)	Hp Pavilion ZV5000	CND42819F8
Computer	Dell (Ash)	Dimension E510	CMJXX91
Computer	Dell (Birch)	Dimension E510	3TMX7B1
Computer	Dell (Willow)	Dimension E510	8KPQ7B1
Computer	Dell (Baobab)	Dimension 4600	HTQW251
Computer	Dell (Blue Spruce)	Dimension 3000	50NFW61
Monitor	Samsung	940BF	HA19HVEL202727W
Monitor	Dell	1905FP	MX-0W8690-48323-5A5-266A
Monitor	Dell	1907FPc	CN-0CC299-64180-64E-27WS
Monitor	Hanns-G	JC199D	610GJ30JA1426
Scanner	Canon	DR-3080C II	DF306202
Printer	Samsung	SCX-5315F	B1EX700108H
Printer	Xerox	Phaser 8400	4259187528

9. All rights to the computer software described as:

MS Windows XP Pro 2002

Laptop: 55274-OEM-0012004-53210  
Ash: G64Y3-2V98R-R6PY2-FRBK6-6MXMD  
Birch: VGK79-H7P29-BCV79-PYG43-BKMFY  
Willow: PPM3K-2HDCQ-BBGY2-3XHDF-43KYW  
Baobab: VM43B-F3RTM-FHFBT-9MTYR-FRDPG  
Blue Spruce: XJTFG-BKCX9-3W2FT-W8GK2-F4JVM

MS Windows XP Home Edition

Laptop: FJGB4-C2FWH-TR29Y-Q397F-FWRK8

MS Office SBE 2003

T3BCP-VPJRR-BVKT6-KFWY3-RT2VT  
RQ4FH-JPBTC-J6P36-DXPR4-PXPPG  
GYM2V-PT7CX-FWT2M-8892B-C386Y  
MG3HM-JHB7B-449YK-QW24J-XX6HT  
PPR22-CF867-HWJWJ-D7JYF-D9VD6  
CFCX7-PW96B-F3YQX-PWG79-4K8YD  
CHD7T-Q3K4H-W2Q3W-QWY9P-6JB7T

MS Office XP Pro

BQP7H-Q66PW-9KC9R-6JJWC-6JTRW  
WWKYW-3MPW3-3QMPX-HVXRT-P3RRW (Publisher)

Quickbooks Pro 2006

Product #: 449-083  
License #: 9901-1032-5286-588  
User Licenses: 5

Verity

Teleform v9.1  
S/N: 803528  
License Code: T90H08-084020-110000-0008PH-S000ST-TAW19V  
System Code: AC08PH-SYTS7W-JRM0M9

Act 2006 Version 8

M3A35-BNKJJ-K3GG4-6E763

Adobe Acrobat 6.0

1016-1209-9644-1047-8238-8841  
1016-1205-5784-7912-4742-3868

Adobe Photoshop 7.0

1045-1202-8803-1354-6235-3912

SPSS

Version 16 Base: S/N: 9766339 Auth Code: 5b0092de5db982c577da  
Version 14 Base: S/N: 9680402 Auth Code: 6100cf3efc416428bebe  
Version 14 Tbls: Auth Code: 6270c7b08559c5898bd7  
Version 14 Base: S/N: 9688653 Auth Code: 5d379ed6705a63c58f17  
Version 14 Base: S/N: 9651981 Auth Code: 4f0e1e64d9db13cf0211

Sawtooth Software  
SSI WEB v6.0.6 (8 licenses)

Paul Butcher

402720256-1004401-1529719-1160399-9410290 // CiW Version 6.0 // System Unlimited  
402785792-1206766-0912678-5693588-6348803 // ACA-Web Version 6.0 // System 30  
402916864-1206765-0246981-4953476-3486610 // CBC-Web Version 6.0 // Full  
403047936-1206764-0139488-9437277-4873978 // CBC-Web ADM Version 6.0 // System 30  
403441152-0906462-1247499-8021745-1100902 // MaxDiff-Web Version 6.0 // System 30

Kristy Allen

402720256-1004401-1529719-1160240-9408541 // CiW Version 6.0 // System Unlimited  
402785792-1206766-0912678-5693429-6339422 // ACA-Web Version 6.0 // System 30  
402916864-1206765-0246981-4953317-3483907 // CBC-Web Version 6.0 // Full  
403047936-1206764-0139488-9437118-4864279 // CBC-Web ADM Version 6.0 // System 30

Libby Greer

402720256-1004401-1529719-1158980-9394681 // CiW Version 6.0 // System Unlimited  
402785792-1206766-0912678-5692169-6265082 // ACA-Web Version 6.0 // System 30  
402916864-1206765-0246981-4952057-3462487 // CBC-Web Version 6.0 // Full  
403047936-1206764-0139488-9435858-4787419 // CBC-Web ADM Version 6.0 // System 30

Dave Manning

402720256-1004401-1529719-1160316-9409377 // CiW Version 6.0 // System Unlimited  
402785792-1206766-0912678-5693505-6343906 // ACA-Web Version 6.0 // System 30  
402916864-1206765-0246981-4953393-3485199 // CBC-Web Version 6.0 // Full  
403047936-1206764-0139488-9437194-4868915 // CBC-Web ADM Version 6.0 // System 30

Greg Montemurro

402720256-1004401-1529719-1165322-9464443 // CiW Version 6.0 // System Unlimited  
402785792-1206766-0912678-5698511-6639260 // ACA-Web Version 6.0 // System 30  
402916864-1206765-0246981-4958399-3570301 // CBC-Web Version 6.0 // Full  
403047936-1206764-0139488-9442200-5174281 // CBC-Web ADM Version 6.0 // System 30

David Olsen

402720256-1004401-1529719-1159029-9395220 // CiW Version 6.0 // System Unlimited  
402785792-1206766-0912678-5692218-6267973 // ACA-Web Version 6.0 // System 30  
402916864-1206765-0246981-4952106-3463320 // CBC-Web Version 6.0 // Full  
403047936-1206764-0139488-9435907-4790408 // CBC-Web ADM Version 6.0 // System 30  
403441152-0906462-2813702-8017133-8606483 // MaxDiff-Web Version 6.0 // System 500

Adam Pierson

402720256-1004401-1529719-1160521-9411632 // CiW Version 6.0 // System Unlimited  
402785792-1206766-0912678-5693710-6356001 // ACA-Web Version 6.0 // System 30  
402916864-1206765-0246981-4953598-3488684 // CBC-Web Version 6.0 // Full  
403047936-1206764-0139488-9437399-4881420 // CBC-Web ADM Version 6.0 // System 30

Theresa Poppen

402720256-1004401-1529719-1163069-9439660 // CiW Version 6.0 // System Unlimited  
402785792-1206766-0912678-5696258-6506333 // ACA-Web Version 6.0 // System 30  
402916864-1206765-0246981-4956146-3532000 // CBC-Web Version 6.0 // Full  
403047936-1206764-0139488-9439947-5036848 // CBC-Web ADM Version 6.0 // System 30