

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	06/23/2009

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
My InnerView, Inc.		06/15/2009	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	National Research Corporation
Street Address:	1245 Q Street
City:	Lincoln
State/Country:	NEBRASKA
Postal Code:	68508
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	3054447	MY INNERVIEW
Registration Number:	3087346	MY INNERVIEW
Registration Number:	3496060	JUST ASK WHY

CORRESPONDENCE DATA

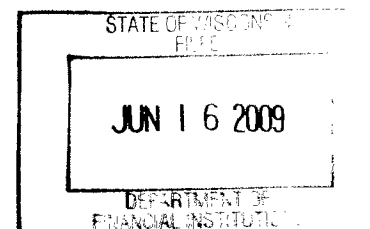
Fax Number: (414)297-4900
 Phone: 414 297-5723
 Email: ptomailmilwaukee@foley.com, jrodriguez@foley.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Correspondent Name: Foley & Lardner LLP & Richard J. McKenna
 Address Line 1: 777 East Wisconsin Avenue
 Address Line 4: Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	044741-0138
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NAME OF SUBMITTER:	Richard J. McKenna
Signature:	/R.J. McKenna/
Date:	01/30/2012
Total Attachments: 2 source=Articles of Merger - My InnerView, Inc. with National Research Corporation#page1.tif source=Articles of Merger - My InnerView, Inc. with National Research Corporation#page2.tif	

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JUN 15 2009

**WISCONSIN
DFI****ARTICLES OF MERGER****MERGING
MY INNERVIEW, INC.
(a Wisconsin corporation)
WITH AND INTO
NATIONAL RESEARCH CORPORATION
(a Wisconsin corporation)**

In accordance with Section 180.1105(1) of the Wisconsin Business Corporation Law (the "WBCL"), the undersigned corporation hereby submits for filing these Articles of Merger:

ARTICLE I

The name and state of incorporation of each corporation that is a party to the merger are (a) My InnerView, Inc., a corporation incorporated under the laws of the State of Wisconsin ("MIV"), and (b) National Research Corporation, a corporation incorporated under the laws of the State of Wisconsin ("NRC").

ARTICLE II

The name of the surviving corporation in the merger is National Research Corporation.

ARTICLE III

A plan of merger with respect to the merger of MIV with and into NRC (the "Plan of Merger") has been approved and adopted by each corporation that is a party to the merger as required under Section 180.1104 of the WBCL.

ARTICLE IV

The articles of incorporation of NRC will be the articles of incorporation of the surviving corporation.

ARTICLE V

The executed Plan of Merger is on file at the principal place of business of the surviving corporation.

ARTICLE VI

The surviving corporation will provide a copy of the Plan of Merger, upon request and without cost, to any shareholder of a corporation that was a party to the merger or, upon payment to the surviving corporation of an amount equal to the cost of producing the copy, to any other interested person.

ARTICLE VII

MIV does not have a fee simple ownership interest in any Wisconsin real estate.

ARTICLE VIII

The surviving corporation is not a Domestic or Foreign Business Corporation or Limited Liability Company that is an indirect wholly owned subsidiary or parent for purposes of Section 180.11045 of the WBCL.

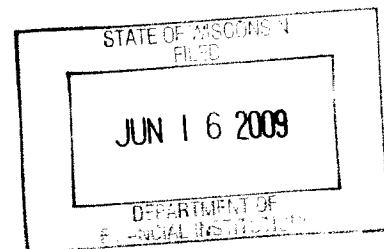
ARTICLE IX

These Articles of Merger shall be effective, and the merger of MIV with and into NRC shall take effect, as of 11:59 p.m., Central Time, on June 23, 2009.

IN WITNESS WHEREOF, the undersigned corporation has duly executed and delivered these Articles of Merger as of June 15, 2009.

NATIONAL RESEARCH CORPORATION

By: Patrick E. Beans
Patrick E. Beans
Vice President, Treasurer, Secretary &
Chief Financial Officer



This document was drafted by, and a copy hereof should be returned to, Joshua A. Agen of Foley & Lardner LLP, 777 East Wisconsin Avenue, Milwaukee, Wisconsin 53202.