

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																											
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CORRESPONDENCE DATA																											
Fax Number:	(312)698-2710																										
Email:	rebecca.lederhouse@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:	Rebecca Lederhouse																										
Address Line 1:	300 East Randolph Street, Suite 5000																										
Address Line 2:	Baker & McKenzie LLP																										
Address Line 4:	Chicago, ILLINOIS 60601																										
ATTORNEY DOCKET NUMBER:	32140019-000181																										
DOMESTIC REPRESENTATIVE																											

CH \$65.00 2484866

Name: Rebecca Lederhouse
Address Line 1: 300 East Randolph Street, Suite 5000
Address Line 2: Baker & McKenzie LLP
Address Line 4: Chicago, ILLINOIS 60601

NAME OF SUBMITTER:	Rebecca Lederhouse
Signature:	/rebecca lederhouse/
Date:	02/22/2012
Total Attachments: 2 source=Assignment Gemba Research, LLC to Kaizen Institute Ltd#page1.tif source=Assignment Gemba Research, LLC to Kaizen Institute Ltd#page2.tif	

UNITED STATES

DEED OF ASSIGNMENT

WHEREAS, Gemba Research, LLC, located at Suite B, 13000 Beverly Park Road, Mukilteo, Washington 98275 has adopted, used and is using the trademarks shown on Schedule A hereto (hereinafter called "the trademarks") and

WHEREAS Kaizen Institute, Ltd., located at Bahnhofplatz, Zug 6300, Switzerland, 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,

Gemba Research, LLC hereby assigns to Kaizen Institute, Ltd. 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: Nov. 1, 2011

GEMBA RESEARCH, LLC

Name: Jan N. Miller
Title: CEO

SCHEDULE OF TRADEMARKS

UNITED STATES

TRADEMARK	REGISTRATION NO.
GEMBA	3210705
GEMBA ACADEMY	3750534
GEMBA DESIGN	3120300
GEMBA RESEARCH	2484866
GEMBA PRESS	3740938