

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/11/2011

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Blue Sky Chicago, Inc.		02/01/2011	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	FreeOsk Marketing, Inc.
Street Address:	180 N. Wabash Ave., Suite 330
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60603
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	85190553	FREEOSK

CORRESPONDENCE DATA

Fax Number: (312)460-7577
 Phone: 3124605000
 Email: jsutherland@seyfarth.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Correspondent Name: Julia K. Sutherland
 Address Line 1: 131 South Dearborn St., Suite 2400
 Address Line 4: Chicago, ILLINOIS 60603-5577

NAME OF SUBMITTER:	Julia K. Sutherland
Signature:	/Julia K. Sutherland/
Date:	02/23/2012

Total Attachments: 1
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OP \$40.00 85190553

CORRECTIVE AND CONFIRMATORY ASSIGNMENT OF INTELLECTUAL PROPERTY

This CORRECTIVE AND CONFIRMATORY ASSIGNMENT OF INTELLECTUAL PROPERTY (this "Agreement") dated February 1, 2012 is made and entered to by Blue Sky Chicago, Inc., an Illinois corporation, having a principal place of business at 180 N. Wabash Ave., Suite 330, Chicago, Illinois 60603 ("Assignor") and FreeOsK Marketing, Inc., a Delaware corporation, with a principal place of business at 180 N. Wabash Ave., Suite 330, Chicago, Illinois 60603 ("Assignee").

RECITALS

WHEREAS, Assignee was inadvertently identified as the owner and "assignor" of U.S. Patent Application No. 12/583217 entitled "Method for Measuring Effectiveness of Sampling Activity and Providing Pre-Market Product Feedback" ("Patent Application"), U.S. Serial No. 85/190,553 for the mark FREEOSK (the "Mark") and all goodwill represented by the Mark (collectively the "Intellectual Property") in an Assignment recorded with the U.S. Patent and Trademark Office dated January 1, 2011;

WHEREAS, the Intellectual Property was assigned from Assignor to Assignee in connection with the Asset Purchase Agreement dated January 11, 2011 and entered into between Assignor and Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, *nunc pro tunc* as of January 11, 2011, unto Assignee all right, title, and interest in and to the Intellectual Property, together with the right to sue for and collect damages or any other compensation for past infringement, dilution, or misuse of the Intellectual Property.

BLUE SKY CHICAGO, INC.

By: Matthew P. Fick

Its: President

FREEOSK MARKETING, INC.

By: Matthew P. Fick

Its: President