

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
Gemba Research, LLC		11/01/2011	LIMITED LIABILITY COMPANY: WASHINGTON
RECEIVING PARTY DATA			
Name:	Kaizen Institute, Ltd.		
Street Address:	Bahnhofplatz		
City:	Zug		
State/Country:	SWITZERLAND		
Postal Code:	6300		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3120300		
Registration Number:	3210705	GEMBA	
CORRESPONDENCE DATA			
Fax Number:	3126982710		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	rebecca.lederhouse@bakermckenzie.com, colleen.brennan@bakermckenzie.com		
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 3120300

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:	04/25/2012

Total Attachments: 2

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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