

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
Staffing Industry Analysts, Inc.		11/03/2008	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	Crain Communications, Inc.
Street Address:	1155 Gratiot Avenue
City:	Detroit
State/Country:	MICHIGAN
Postal Code:	48207
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	1893815	STAFFING INDUSTRY REPORT
Registration Number:	2575828	STAFFING INDUSTRY REPORT
Registration Number:	2158114	STAFFING INDUSTRY REPORT

CORRESPONDENCE DATA	
Fax Number:	7344184279
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	734-418-4278
Email:	TMdocketing@honigman.com
Correspondent Name:	Jennifer Sheehan Anderson
Address Line 1:	130 South First Street
Address Line 2:	4th Floor
Address Line 4:	Ann Arbor, MICHIGAN 48104-1386

ATTORNEY DOCKET NUMBER:	16348-329928/329929
NAME OF SUBMITTER:	Jennifer Sheehan Anderson

CH \$90.00 1893815

Signature:	/Jennifer Sheehan Anderson/
Date:	11/28/2012
Total Attachments: 7 source=Staffing Industry Analysts Trademark Assignment#page1.tif source=Staffing Industry Analysts Trademark Assignment#page2.tif source=Staffing Industry Analysts Trademark Assignment#page3.tif source=Staffing Industry Analysts Trademark Assignment#page4.tif source=Staffing Industry Analysts Trademark Assignment#page5.tif source=Staffing Industry Analysts Trademark Assignment#page6.tif source=Staffing Industry Analysts Trademark Assignment#page7.tif	

ASSIGNMENT OF INTELLECTUAL PROPERTY

This ASSIGNMENT OF INTELLECTUAL PROPERTY (this "Assignment"), is effective as of November 3, 2008 between Staffing Industry Analysts, Inc., a California corporation ("Seller"), and Crain Communications Inc, an Illinois corporation ("Buyer"). Buyer and Seller are referred to herein individually as a "Party" and collectively, as the "Parties".

RECITALS:

WHEREAS, Buyer and Seller have concurrently herewith consummated the purchase by Buyer of certain assets of Seller pursuant to the terms and conditions of that certain Asset Purchase Agreement dated as of November 3, 2008 among Buyer, Seller and The Bates-Yessne Family Revocable Trust u/a/d 10/25/89 as amended 10/3/07 (the "Asset Purchase Agreement"; terms defined in the Asset Purchase Agreement and not otherwise defined herein being used herein as therein defined); and

WHEREAS, pursuant to the Asset Purchase Agreement, Seller desires to convey, transfer, assign and deliver to Buyer, and Buyer desires to accept from Seller, all of the Intellectual Property of Seller.

NOW, THEREFORE, for valuable consideration the receipt of which is hereby acknowledged, and in accordance with and subject to the terms of the Asset Purchase Agreement, Seller and Buyer hereby agree as follows:

1. Copyrights, Know How. Seller hereby irrevocably assigns, conveys, sells, grants and transfers and agrees to irrevocably assign, convey, sell, grant and transfer to Buyer all of its rights, title and interest of every kind and character, including moral rights, throughout the world, in and to (a) all Know How that is material to the Business and is owned or used by Seller and is capable of being assigned by Seller, and (b) all Copyrights, including unregistered Copyrights inherent in the Business, and/or all Copyrights that are or were authored, owned or used by Seller I the Business, that are capable of being assigned by Seller, and including those Copyrights listed on Exhibit A attached hereto, in each case, to the full extent of its ownership or interest therein; including, without limitation, all domestic and foreign applications and registrations therefor (where applicable); all goodwill associated therewith; all rights to causes of action and remedies related thereto (including, without limitation, the right to sue for past, present or future infringement, misappropriation or violation of rights related to the foregoing); and any and all other rights, including renewal rights, if any, and interests arising out of, in connection with or in relation to the Know How and Copyrights. Upon Buyer's request and at Buyer's sole cost and expense, Seller will promptly take such actions, including, without limitation, the prompt execution and delivery of documents in recordable form, as may be requested by Buyer to vest, secure, perfect, protect or enforce the rights and interests of Buyer in and to the Know How and Copyrights.

2. Patents. Seller hereby irrevocably assigns, conveys, sells, grants and transfers and agrees to irrevocably assign, convey, sell, grant and transfer to Buyer all of its rights, title and interest of every kind and character, throughout the world, in and to the Patents, including those Patents listed on Exhibit B attached hereto, to the full extent of its ownership or interest therein;

including, without limitation, all domestic and foreign patents, domestic and foreign patent applications and registrations therefor (and all patents that issue therefrom and all divisions, continuations, continuations-in-part, reexaminations, substitutions, reissues, extensions, and renewals of such applications, registrations and patents, and the right to apply for any of the foregoing); all goodwill associated therewith; all rights to causes of action and remedies related thereto (including, without limitation, the right to sue for past, present or future infringement, misappropriation or violation of rights related to the foregoing); and any and all other rights and interests arising out of, in connection with or in relation to the Patents. Upon Buyer's request and at Buyer's sole cost and expense, Seller will promptly take such actions, including, without limitation, the prompt execution and delivery of documents in recordable form, as may be requested by Buyer to vest, secure, perfect, protect or enforce the rights and interests of Buyer in and to the Patents.

3. Trademarks. Seller hereby irrevocably assigns, conveys, sells, grants and transfers and agrees to irrevocably assign, convey, sell, grant and transfer to Buyer, its successors and assigns all of its rights, title and interest of every kind and character, throughout the world, in and to the Trademarks, including those Trademarks listed on Exhibit C attached hereto, to the full extent of its ownership or interest therein; including, without limitation, all federal, state, foreign, statutory and common law and other rights; all domestic and foreign trademark applications and registrations therefor (and all extensions and renewals of such applications and registrations, and the right to apply for any of the foregoing); all goodwill associated therewith symbolized by the Trademarks and the portion of the Business to which the Trademarks pertain; all rights to causes of action and remedies related thereto (including, without limitation, the right to sue for past, present or future infringement, misappropriation or violation of rights related to the foregoing); and any and all other rights and interests arising out of, in connection with or in relation to the Trademarks. Seller and Buyer agree to have executed and file, if Buyer claims necessary, a confirmatory assignment with respect to the Trademarks. Upon Buyer's request and at Buyer's sole cost and expense, Seller will promptly take such other actions, including, without limitation, the prompt execution and delivery of documents in recordable form, as may be requested by Buyer to vest, secure, perfect, protect or enforce the rights and interests of Buyer in and to the Trademarks.

4. Domain Names. Seller hereby irrevocably assigns, conveys, sells, grants and transfers and agrees to irrevocably assign, convey, sell, grant and transfer to Buyer, its successors and assigns all of its rights, title and interest of every kind and character, throughout the world, in and to the Internet domain names registered by, used by, issued to or licensed to Seller, including those Internet domain names listed on Exhibit D attached hereto (the "Domain Names"), to the full extent of its ownership or interest therein; including, without limitation, all federal, state, foreign, statutory and common law and other rights; all goodwill associated therewith; all rights to causes of action and remedies related thereto (including, without limitation, the right to sue for past, present or future infringement, misappropriation or violation of rights related to the foregoing); and any and all other rights and interests arising out of, in connection with or in relation to the Domain Names. Upon Buyer's request and at Buyer's sole cost and expense, Seller will promptly take such actions, including, without limitation, the prompt execution and delivery of documents in recordable form, the issuance of instructions to registrars, authorization of transfer requests, obtaining transfer authorization codes, and such other measures as may be

requested by Buyer to transfer, vest, secure, perfect, protect or enforce the rights and interests of Buyer in and to the Domain Names.

5. Nothing in this Assignment, express or implied, is intended or will be construed to expand or defeat, impair or limit in any way the rights, obligations, claims or remedies of the Parties as set forth in the Asset Purchase Agreement. To the extent that any term or provision of this Assignment is deemed to be inconsistent with the terms of the Asset Purchase Agreement, the terms of the Asset Purchase Agreement shall control.

6. This Assignment inures to the benefit of and is binding upon Buyer and Sellers and their respective successors and assigns.

7. This Assignment may be executed in one or more counterparts, each of which will be deemed to be an original, but all of which together shall constitute one and the same instrument.

8. A signature to this Assignment delivered by telecopy or other electronic means will be deemed valid.

9. This Assignment shall be governed by and construed in accordance with the laws of the State of California.

[Signatures appear on the next following page.]

IN WITNESS WHEREOF, each of the Parties has caused this Assignment of Intellectual Property to be duly executed and delivered by its duly authorized representative as of the date first written above.

STAFFING INDUSTRY ANALYSTS, INC.

By: Peter Yessine
Name: PETER YESSINE
Title: CHAIRMAN

CRAIN COMMUNICATIONS INC

By: _____
Name: _____
Title: _____

IN WITNESS WHEREOF, each of the Parties has caused this Assignment of Intellectual Property to be duly executed and delivered by its duly authorized representative as of the date first written above.

STAFFING INDUSTRY ANALYSTS, INC.

By: _____
Name: _____
Title: _____

CRAIN COMMUNICATIONS INC

By: William A. Morrison
Name: WILLIAM A. MORRISON
Title: Exec VP

EXHIBIT C

Trademarks

See attached trademark registration for U.S. Trademark Reg. No. 1893815 for "STAFFING INDUSTRY REPORT"

U.S. Trademark Reg. No. 2158114 for "STAFFING INDUSTRY REPORT & DESIGN"

U.S. Trademark Reg. No. 2575828 for "STAFFING INDUSTRY REPORT"

See attached list of trade names.

3.11(a) SIA Trade Names Currently In Use

Trade Name	Product
Staffing Industry Analysts	
Staffing Industry Analysts, Inc.	
Staffing Industry Report (Reg. TM)	newsletter
SI Review	magazine
Contingent Workforce Strategies	magazine
CWS Council™	subscription service
Contingent Workforce Strategies Council	subscription service
Staffing Industry Benchmarking Consortium (SIBC)	optional CM service
Healthcare Staffing Summit	conference
Staffing Industry Executive Forum	conference
Staffing Industry Analysts Corporate Membership	subscription service
CWS Summit	conference
CWS Co-Employment & Risk Forum	conference
Staffing Industry Sourcebook	reference product
Contingent Workforce Strategies Sourcebook	reference product
Staffing Industry On-line Supplier Directory	on-line directory
Staffing Industry Supplier Directory	on-line directory
Staffing Industry Buyers Guide	magazine supplement
Staffing Industry Report Archives	on-line database
The Contingent Blog	on-line staff blog
Staffing Industry Strategic Research	various research reports
Staffing Industry Analysts Research Bulletin	e-mail research report announcement
Staffing Industry Analysts Daily News	e-mail news report
Staffing Industry Employment Bulletin	monthly e-mail report
Staff-Finder™	
Job-Finder™	