

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
AcuPoll Research Inc.		12/19/2012	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	AcuPoll Precision Research, Inc.		
Street Address:	8500 Broadwell Road		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45244		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	74800399	ACUPOLL	
Serial Number:	75489045	ACUPOLL	
Serial Number:	74457369	BRAINSCAN	
Serial Number:	78401670	EFACTOR	
Serial Number:	74363204	REALITY CHECK	
Serial Number:	75396167	VALUEMAP	
CORRESPONDENCE DATA			
Fax Number:	513-977-81		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	513-977-8200		
Email:	lynda.roesch@dinsmore.com		
Correspondent Name:	Lynda E. Roesch, Esq		
Address Line 1:	255 East 5th Street		
Address Line 2:	Site 1900		
Address Line 4:	Cincinnati, OHIO 45202		

OP \$165.00 74800399

TRADEMARK

ATTORNEY DOCKET NUMBER:	19624-001
NAME OF SUBMITTER:	Lynda E. Roesch
Signature:	/Lynda E. Roesch/
Date:	12/20/2012
Total Attachments: 5 source=AcuPoll Assignment with US schedule A#page1.tif source=AcuPoll Assignment with US schedule A#page2.tif source=AcuPoll Assignment with US schedule A#page3.tif source=AcuPoll Assignment with US schedule A#page4.tif source=AcuPoll Assignment with US schedule A#page5.tif	

INTELLECTUAL PROPERTY ASSIGNMENT FOR TRADEMARKS

This Intellectual Property Assignment (the "Assignment") is made and entered into as of December 19, 2012, by and between AcuPoll Research Inc., an Ohio corporation, with a place of business at 8500 Broadwell Road, Cincinnati, Ohio 45244 ("Assignor") and AcuPoll Precision Research, Inc., an Ohio corporation, with a place of business at 8500 Broadwell Road, Cincinnati, Ohio 45244 ("Assignee").

WHEREAS, Assignor has adopted, used and is using marks listed on Schedules A and B hereto, which may be registered in the U.S. Patent and Trademark Office and/or foreign trademark offices or may be the subject of pending applications and which may be common law marks, as is detailed in Schedules A and B, and owns all right, title and interest to the same, including the goodwill associated therewith (collectively, the "Marks"); and

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Intellectual Property, including the goodwill associated therewith and any registrations or pending applications therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges:

1. Assignor hereby assigns, transfers, and delivers to Assignee all of its rights, title and interest in and to the Intellectual Property, including any registrations or pending applications therefor, the goodwill of the business symbolized thereby, and all proceeds thereof, including, without limitation, any and all causes of action for infringement thereof and any and all royalties for any licenses thereof (collectively, the

"Assets"), the Assets to be held and enjoyed by Assignee, for its own use, and for the use of its successors, assigns or other legal representatives to the full end of the term or terms for which the Intellectual Property may be granted, as fully and entirely as the same would have been enjoyed by the Assignor, had this Assignment not been made.

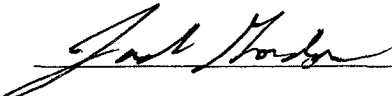
2. Assignor agrees that the Assets as defined herein includes all rights to sue, bring actions for and recover and hold damages, profits and other compensation for any and all past and future infringements and unauthorized uses of the Intellectual Property.

3. The Assignor also hereby covenants and agrees that the Assignor shall, at the request of Assignee or its counsel, execute, acknowledge and deliver all such further acts, deeds, assignments, transfers, powers of attorney and assurances as may be required to carry out the intent of this Assignment, and to transfer and vest title to and in the Assets and to procure, maintain, enforce and protect the right, title and interest in and enjoyment of all of the Assets assigned, transferred and conveyed to Assignee pursuant to this Assignment; provided, however, this Assignment shall be effective regardless of whether any such additional documents are executed.

4. This Assignment shall be binding upon Assignor, Assignor's successors and assigns, and upon all others acting by, through, with or under Assignor's direction or control, and all those in privity therewith.

IN WITNESS WHEREOF, the Assignor has executed this Assignment and caused the same to be duly delivered on its behalf on the day and year first set forth above.

ACUPOLL RESEARCH, INC.


By: 

Name: Jack Gordon

Title: President


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ACUPOLL PRECISION RESEARCH INC.

By: 

Name: Jeff Goldstein

Title: President

TM Record	TM/SN/RN/ Disclaimer	Full Goods/ Services	Status/Key Dates	Owner
U.S.	ACUPOLL SN:74-800399 RN:1,714,093	(Int'l Class: 35) Market research services	Renewed September 8, 2012 Int'l Class: 35 First Use: February 18, 1991 Filed: September 6, 1990 Published: June 16, 1992 Registered: September 8, 1992	Acupoll Research, Inc. (Ohio Corp.) 8500 Broadwell Road Cincinnati, Ohio 45244
U.S.	ACUPOLL and Design  SN:75-489045 RN:2,327,972	(Int'l Class: 35) Market research services	Renewed March 14, 2010 Int'l Class: 35 First Use: October 20, 1997 Filed: May 21, 1998 Published: December 21, 1999 Registered: March 14, 2000	Acupoll Research, Inc. (Ohio Corp.) 8500 Broadwell Road Cincinnati, Ohio 45244
U.S.	BRAINSCAN SN:74-457369 RN:1,861,161	(Int'l Class: 35) Market research services	Renewed November 1, 2004 Int'l Class: 35 First Use: February 18, 1991 Filed: November 8, 1993 Published: August 9, 1994 Registered: November 1, 1994	Acupoll Research, Inc. (Ohio Corp.) 778 Old State Rte. 74 Cincinnati, Ohio 45245
U.S.	EFACTOR SN:78-401670 RN:2,942,089	(Int'l Class: 35) Market research services	Registered 8 & 15 July 27, 2010 Int'l Class: 35 First Use: April 2, 2004 Filed: April 14, 2004 Published: January 25, 2005 Registered: April 19, 2005	Acupoll Research, Inc. (Ohio Corp.) 8500 Broadwell Road Cincinnati, Ohio 452441614

TM Record	TM/SN/RN/ Disclaimer	Full Goods/ Services	Status/Key Dates	Owner
U.S.	REALITY CHECK SN:74-363204 RN:1,799,619	(Int'l Class: 35) Market research services	Renewed October 19, 2003 Int'l Class: 35 First Use: November 7, 1991 Filed: February 23, 1993 Published: July 27, 1993 Registered: October 19, 1993	Acupoll Research, Inc. (Ohio Corp.) 8500 Broadwell Road Cincinnati, Ohio 452441614
U.S.	VALUEMAP SN:75-396167 RN:2,441,725	(Int'l Class: 35) Market research services to evaluate a brand's value	Renewed April 10, 2011 Int'l Class: 35 First Use: August 11, 1997 Filed: November 25, 1997 Published: August 22, 2000 Registered: April 10, 2001	Acupoll Research, Inc. (Ohio Corp.) 8500 Broadwell Road Cincinnati, Ohio 452441615