

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT														
EFFECTIVE DATE:	11/20/2009														
CONVEYING PARTY DATA															
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>PatientImpact</td> <td></td> <td>03/04/2013</td> <td>CORPORATION: ILLINOIS</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	PatientImpact		03/04/2013	CORPORATION: ILLINOIS				
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<table border="1"> <tr> <td>Name:</td> <td>Press Ganey Associates, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>404 Columbia Place</td> </tr> <tr> <td>City:</td> <td>South Bend</td> </tr> <tr> <td>State/Country:</td> <td>INDIANA</td> </tr> <tr> <td>Postal Code:</td> <td>46601</td> </tr> <tr> <td>Entity Type:</td> <td>CORPORATION: INDIANA</td> </tr> </table>				Name:	Press Ganey Associates, Inc.	Street Address:	404 Columbia Place	City:	South Bend	State/Country:	INDIANA	Postal Code:	46601	Entity Type:	CORPORATION: INDIANA
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PROPERTY NUMBERS Total: 1															
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>3215070</td> <td>DATA ADVANTAGE</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	3215070	DATA ADVANTAGE						
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CORRESPONDENCE DATA															
<p>Fax Number: 8668429518 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 312-267-2063 Email: mlal@pressganey.com Correspondent Name: Manuj Lal Address Line 1: 404 Columbia Place Address Line 4: South Bend, INDIANA 46601</p>															
NAME OF SUBMITTER:	Manuj Lal														
Signature:	/Manuj Lal/														
Date:	03/05/2013														
<p>Total Attachments: 3 source=Pl#page1.tif source=Pl#page2.tif source=Pl#page3.tif</p>															

OP \$40.00 3215070

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made between PatientImpact., a former Illinois limited liability company (“Assignor”) having its former principal offices at 1560 Sherman Avenue Suite 305, Evanston, IL 60201 and PRESS GANEY ASSOCIATES INC. (“Assignee”) , an Indiana corporation having its principal offices at 404 Columbia Place, South Bend, Indiana 46601. PatientImpact had adopted, used, and is the owner of the following trademark (“the Trademark”) for which the following registrations are maintained in the United States Patent and Trademark Office:

Trademark	Registration No.	Reg. Date
DATA ADVANTAGE	3,215,070	March 6, 2007

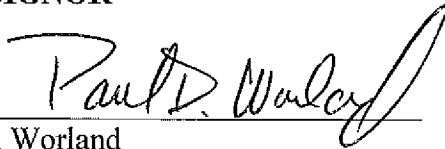
WHEREAS, pursuant to the acquisition of PatientImpact by PRESS GANEY, Assignor hereby assigns all intellectual property rights, all rights to the trademark, and all goodwill in the trademark, to Assignee, including the right to sue for past infringement, nunc pro tunc, effective NOVEMBER 20, 2009 (“Effective Date”).

NOW THEREFORE, in consideration of good and valuable consideration given and received, the receipt and adequacy of which are hereby acknowledged, the Assignor assigns, transfers, and conveys to the Assignee, its successors, assigns or legal representatives, all right, title and interest, worldwide, in and to the trademark therefore, which the Assignor has acquired through such use, together with the goodwill of any and all business carried on in association with and symbolized by the Trademarks and said application to register the Trademarks including without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the trademark, with the right to sue for, and collect the same for Assignee’s own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

AND the Assignor, on behalf of itself, its successors, assigns and legal representatives, hereby covenants and agrees, without further consideration, to do all such lawful acts and things and to execute such further lawful assignments, documents, assurances, applications and other instruments as reasonably may be required by the Assignee, its successors, assigns or legal representatives, to obtain any and all registrations or renewals for the Trademarks and to vest the same in the Assignee, its successors, assigns or legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed by their respective duly authorized representatives as of the Effective Date.

ASSIGNOR

By: 
Paul Worland
Vice President and Secretary
PatientImpact, LLC

ASSIGNEE

By: _____
Eileen Kamerick
Chief Financial Officer and Treasurer
Press Ganey Associates, Inc.

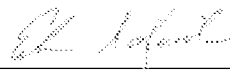
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