

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
Market2Customer LLC		01/11/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Deloitte Consulting LLP		
Street Address:	25 Broadway		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10004		
Entity Type:	LIMITED LIABILITY PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	2574158	ACTION SEGMENTATION	
Registration Number:	3850484	ADVOCATE PORTRAIT	
Registration Number:	2738644	BRAND INTENT	
Registration Number:	3176864	BRANDING FOR RESULTS	
Registration Number:	2286083	CONSUMER PORTRAIT	
Registration Number:	2283729	CUSTOMER PORTRAIT	
Registration Number:	2317203	GROWTHPATH	
Registration Number:	2900110	M2C	
Registration Number:	2897464	M2C	
Registration Number:	2867086	MARKET2CUSTOMER	
Registration Number:	4126408	MEMORY MATTERS	
CORRESPONDENCE DATA			
Fax Number:	2128135901		

CH \$290.00 2574158

900248531

**TRADEMARK
 REEL: 004975 FRAME: 0772**

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 212-813-5900
Email: assignments@fzlz.com
Correspondent Name: MARK D. ENGELMANN
Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.
Address Line 2: 866 UNITED NATIONS PLAZA
Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	DTU 1301949
NAME OF SUBMITTER:	Mark D. Engelmann
Signature:	/anca nicolescu/
Date:	03/04/2013

Total Attachments: 40

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), is entered into as of January 11, 2013, by and among Monitor Company Group Limited Partnership, a Delaware limited partnership ("Seller"), each of the Subsidiaries of Seller that are signatories hereto (collectively, the "Seller Subsidiaries" and together with Seller, the "Assignors" and each, individually, an "Assignor"), and Deloitte Consulting LLP, a Delaware registered limited liability partnership ("Assignee").

WHEREAS, Assignors, Assignee and DCSH Limited entered into that certain Asset Purchase Agreement, dated as of November 7, 2012 (as amended, the "Asset Purchase Agreement"), pursuant to which, among other things, Assignors agreed to sell, assign, transfer, convey and deliver to Assignee all of their right, title and interest in, to and under the Business IP, as more fully described in the Asset Purchase Agreement, on the terms and subject to the conditions set forth in the Asset Purchase Agreement;

WHEREAS, the Business IP includes the Transferred Trademark Assets (as defined below); and

WHEREAS, Assignors and Assignee now desire to enter into this Assignment to effect the sale, assignment, transfer, conveyance and delivery to Assignee of the Transferred Trademark Assets.

NOW THEREFORE, in consideration of the foregoing and the representations, warranties, covenants and agreements set forth herein and in the Asset Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each party, the parties hereto agree as follows:

1. Capitalized Terms. Capitalized terms used herein but not otherwise defined herein shall have the meaning set forth in the Asset Purchase Agreement.
2. Assignment. Each Assignor hereby sells, assigns, transfers, conveys and delivers to Assignee all of such Assignor's right, title and interest in, to and under all Trademarks used in the United States that are included as part of the Business IP (including without limitation, the Trademarks listed on Schedule A hereto) and the goodwill associated therewith and symbolized by the Trademarks, and all claims or causes of action arising out of or related to any infringement, misappropriation or other violation of such Trademarks, including rights to recover for past, present and future violations thereof (collectively, the "Transferred Trademark Assets").
3. Due Authorization. Assignors hereby authorize Assignee to request, and Assignee hereby requests, that the U.S. Patent and Trademark Office, and any other applicable Governmental Authority, record in the name of Assignee all Trademark registrations and applications for Trademark registration included in the Transferred Trademark Assets and issue in the name of Assignee any and all Trademark registrations from any and all applications for Trademark registration included in the Transferred Trademark Assets.

4. Entire Agreement. This Assignment, the Asset Purchase Agreement and the schedules, exhibits and annexes hereof and thereof contain the entire agreement and understanding of the parties hereto with respect to the subject matter hereof and thereof, and supersede all previous written or oral negotiations, commitments, understandings and writings. To the extent any provision of this Assignment is inconsistent with the provisions of the Asset Purchase Agreement, the provisions of the Asset Purchase Agreement shall prevail.

5. Governing Law. This Assignment shall be governed, including as to validity, interpretation and effect, by, and construed in accordance with, the internal Laws of the State of Delaware applicable to agreements made and performed within the State of Delaware without regard to conflicts of laws principles thereof.

6. Counterparts. This Assignment may be executed in two (2) or more counterparts, each of which will be deemed an original, but all of which together will constitute one (1) and the same agreement. Any counterpart may be executed by facsimile or electronic portable document format (.pdf) signature and such facsimile or .pdf signature shall be deemed an original.

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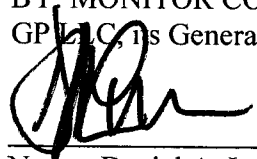
IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed as of the date first set forth above.

ASSIGNORS:

MONITOR COMPANY GROUP LIMITED
PARTNERSHIP

BY: MONITOR COMPANY GROUP
GP L.P., its General Partner

By: _____



Name: Daniel A. Lasman
Title: Treasurer, Chief Financial
Officer and Assistant Secretary

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)

On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

My commission expires 3/26/15

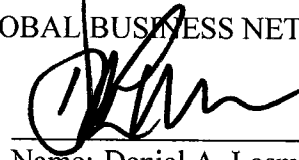
[NOTARY SEAL]



COLBY BAILEY
Notary Public
Commonwealth of Massachusetts
My Commission Expires
March 26, 2015

GLOBAL BUSINESS NETWORK LLC

By: _____



Name: Daniel A. Lasman
Title: Treasurer, Chief Financial
Officer and Assistant Secretary

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)

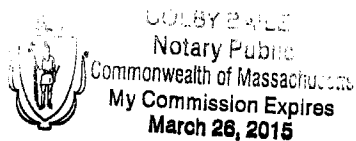
On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

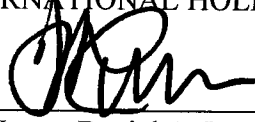
My commission expires 3/26/15

[NOTARY SEAL]



MONITOR COMPANY GROUP
INTERNATIONAL HOLDINGS LLC

By: _____



Name: Daniel A. Lasman

Title: Treasurer, Chief Financial
Officer and Assistant Secretary

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)


On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

My commission expires 3/26/15

[NOTARY SEAL]

 COLBY BAILEY
Notary Public
Commonwealth of Massachusetts
My Commission Expires
March 26, 2015

TMC INVESTORS LLC

By: 

Name: Daniel A. Lasman

Title: Treasurer, Chief Financial
Officer and Assistant Secretary

[Signature Page for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0783

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)


On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

My commission expires 3/26/15

[NOTARY SEAL]

 COLBY BAILEY
Notary Public
Commonwealth of Massachusetts
My Commission Expires
March 26, 2015

[Notary for Trademark Assignment to Deloitte Consulting LLP]

MONITOR COMPANY INTL., LLC

By: 

Name: Daniel A. Lasman

Title: Treasurer, Chief Financial
Officer and Assistant Secretary

[Signature Page for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0785

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)

On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

My commission expires 3/26/15

[NOTARY SEAL]



COLBY BAILEY
Notary Public
Commonwealth of Massachusetts
My Commission Expires
March 26, 2015

MONITOR COMPANY LATIN
AMERICA, L.P.

By: _____



Name: Daniel A. Lasman
Title: Treasurer, Chief Financial
Officer and Assistant Secretary

[Signature Page for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0787

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)

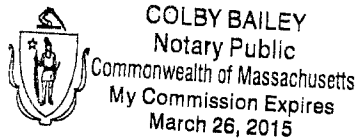
On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

My commission expires 3/26/15

[NOTARY SEAL]



MONITOR COMPANY SERVICES, LLC

By:  _____

Name: Daniel A. Lasman

Title: Treasurer, Chief Financial
Officer and Assistant Secretary

[Signature Page for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0789

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)

On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

My commission expires 3/26/15

[NOTARY SEAL]



COLBY BAILEY
Notary Public
Commonwealth of Massachusetts
My Commission Expires
March 26, 2015

MONITOR COMPANY ASIA PACIFIC,
LLC

By: _____



Name: Daniel A. Lasman
Title: Treasurer, Chief Financial
Officer and Assistant Secretary

[Signature Page for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0791

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)

On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

My commission expires 3/26/15

[NOTARY SEAL]



COLBY BAILEY
Notary Public
Commonwealth of Massachusetts
My Commission Expires
March 26, 2015

MONITOR GROUP FOREIGN
GOVERNMENT SERVICES LLC

By: 

Name: Daniel A. Lasman

Title: Treasurer, Chief Financial
Officer and Assistant Secretary

[Signature Page for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0793

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)

On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

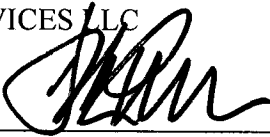
My commission expires 3/26/15

[NOTARY SEAL]



COLBY BAILEY
Notary Public
Commonwealth of Massachusetts
My Commission Expires
March 26, 2015

MONITOR GROUP GOVERNMENT
SERVICES LLC

By: 
Name: Daniel A. Lasman
Title: Treasurer, Chief Financial
Officer and Assistant Secretary

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)

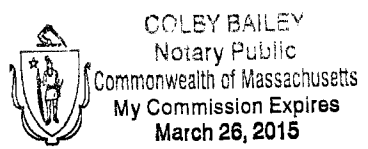
On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

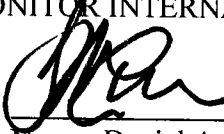
My commission expires 3/26/15

[NOTARY SEAL]



MONITOR INTERNATIONAL, INC.

By:



Name: Daniel A. Lasman

Title: Treasurer

[Signature Page for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0797

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)

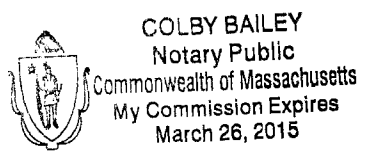
On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

My commission expires 3/26/15

[NOTARY SEAL]



MARKETSPACE LLC

By: 

Name: Daniel A. Lasman

Title: Treasurer, Chief Financial
Officer and Assistant Secretary

[Signature Page for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0799

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)

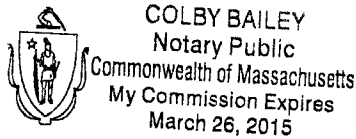
On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

My commission expires 3/26/15

[NOTARY SEAL]



NEW STRATEGIC OXYGEN, LLC

By: 

Name: Daniel A. Lasman
Title: Treasurer, Chief Financial
Officer and Assistant Secretary

[Signature Page for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0801

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)

On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

My commission expires 3/26/15

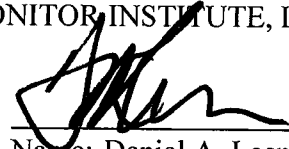
[NOTARY SEAL]



COLBY BAILEY
Notary Public
Commonwealth of Massachusetts
My Commission Expires
March 26, 2015

MONITOR INSTITUTE, LLC

By: _____



Name: Daniel A. Lasman

Title: Authorized Person

[Signature Page for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0803

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)

On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasman, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

My commission expires 3/26/15


[NOTARY SEAL]



COLBY BAILEY
Notary Public
Commonwealth of Massachusetts
My Commission Expires
March 26, 2015

MARKET?CUSTOMER LLC

By: _____



Name: Daniel A. Lasman
Title: Treasurer, Chief Financial
Officer and Assistant Secretary

Certificate of Acknowledgment of Notary Public

State of Massachusetts)

County of Suffolk)

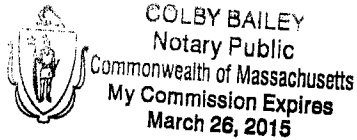
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I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

My commission expires 3/26/15

[NOTARY SEAL]



[Notary for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0806

DOBLIN INC.

By: 

Name: Daniel A. Lasman

Title: Treasurer

[Signature Page for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0807

Certificate of Acknowledgment of Notary Public

State of Massachusetts

County of Suffolk

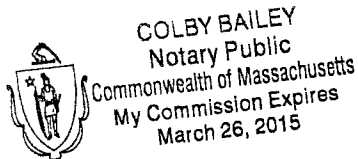
On _____, before me, Colby Bailey, a notary public in and for said state, personally appeared Daniel Lasina, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he or she executed the same in his or her authorized capacity and that by his or her signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Massachusetts that the foregoing paragraph is true and correct. WITNESS my hand and official seal. _____

Notary Public for the State of Massachusetts

My commission expires 3/26/15

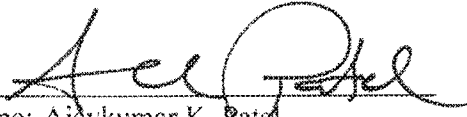
[NOTARY SEAL]



[Notary for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0808

MONITOR FEDERAL GOVERNMENT
SERVICES LLC

By: 
Name: Ajaykumar K. Patel
Title: President, CEO and Secretary

[Signature Page for Trademark Assignment to Deloitte Consulting LLP]

Certificate of Acknowledgment of Notary Public

State of California

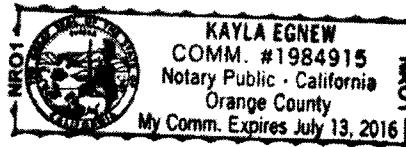
County of Orange

On January 9, 2013, before me, Kayla Egnew, a notary public in and for said state, personally appeared Ajay Kumar K. Patel, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he ~~or she~~ executed the same in his ~~or her~~ authorized capacity and that by his ~~or her~~ signature on the instrument, the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct. WITNESS my hand and official seal.

Notary Public for the State of California

My commission expires July 13, 2016
[NOTARY SEAL]



[Notary for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0810

MONITOR INSTITUTE, LLC

By: _____
Name:
Title:

DOBLIN INC.

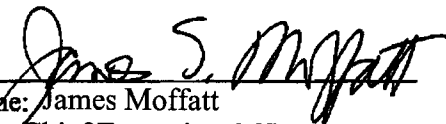
By: _____
Name:
Title:

MONITOR FEDERAL GOVERNMENT
SERVICES LLC

By: _____
Name:
Title:

ASSIGNEE:

DELOITTE CONSULTING LLP

By: 
Name: James Moffatt
Title: Chief Executive Officer

[Signature Page for Trademark Assignment to Deloitte Consulting LLP]

TRADEMARK
REEL: 004975 FRAME: 0811

SCHEDULE A**TRADEMARKS**

<u>Trademark</u>	<u>Owner Entity</u>	<u>Application Number</u>	<u>Registration Number</u>	<u>Jurisdiction</u>
DOBLIN	Doblin Inc.		3,398,184	US
INNOVATION LANDSCAPE	Doblin Inc.		3,528,570	US
TEN TYPES OF INNOVATION	Doblin Inc.		3,623,669	US
Action Segmentation	Market2Customer LLC	75/699,537	2,574,158	US
Advocate Portrait	Market2Customer LLC	77/366,894	3,850,484	US
Brand Intent	Market2Customer LLC	76/358,647	2,738,644	US
Branding for Results	Market2Customer LLC	78/784,566	3,176,864	US
Brandmonitor	Monitor Company Group LP	75/775,909	2,375,107	US
Consumer Portrait	Market2Customer LLC	75/294,849	2,286,083	US
Customer Portrait	Market2Customer LLC	75/294,850	2,283,729	US
Employee Portrait	Market2Customer LLC		3095940	US
Experience Monitor	Monitor Company Group LP	78/281,365	3,230,442	US
Growthpath	Market2Customer LLC	75/467,125	2,317,203	US
M2C	Market2Customer LLC	76/099,958	2,900,110	US
M2C (plus arrow design)	Market2Customer LLC	78/323,035	2,897,464	US
MARKETSPACE (design plus words)	Marketspace, LLC		2,847,994	US
MARKETSPACE	Marketspace, LLC		2,660,939	US
MARKETSPACEU	Marketspace, LLC		3,122,267	US
Market2Customer	Market2Customer LLC	76/100,205	2,867,086	US
Memory Matters	Market2Customer LLC	85/191,891	4,126,408	US

Adaptive Overhead	Monitor Company Group LP	76/367,180	2,798,690	US
Advantage Curves	Monitor Company Group LP	76/150,225	2,817,809	US
AFV	Monitor Company Group LP	77/454,350	3,920,132	US
Configuring for Advantage	Monitor Company Group LP	75/741,420	2,458,330	US
Cost Archeology	Monitor Company Group LP	78/432,336	3,428,031	US
Economic Value Estimation (Madrid Base)	Monitor Company Group LP	78/931,891	3,356,324	US
EVE	Monitor Company Group LP	75/344,142	2,388,137	US
Expectations-Based Management	Monitor Company Group LP	76/287,047	2,987,702	US
FastForward (Madrid Base)	Monitor Company Group LP	78/619,204	3,276,833	US
FaultLines	Monitor Company Group LP	78/444,391	3,545,041	US
FutureMonitor (Madrid Base)	Monitor Company Group LP	78/812,012	3,327,300	US
GBN (Madrid Base)	Monitor Company Group LP	77/070,995	3,310,959	US
Geometry of Competition	Monitor Company Group LP	76/150,249	2,643,997	US
Global Business Network (Madrid Base)	Monitor Company Group LP	77/070,993	3,400,723	US
Growth Through Innovation	Monitor Company Group LP	77/544,460	3,765,942	US
High Performance Bureaucracy	Monitor Company Group LP	77/941,380	4,067,922	US
Innovation Monitor (Madrid Base)	Monitor Company Group LP	78/516,682	3,518,138	US
Lattice Partners	Monitor Company Group LP		3175324	US

Monitor Company	Monitor Company Group LP	76/095,869	2,490,490	US
Monitor (Madrid Base)	Monitor Company Group LP	77/070,483	3,725,924	US
Monitor Bureaucracy Index	Monitor Company Group LP	77/941,416	4,147,084	US
Monitor Group (Madrid Base)	Monitor Company Group LP	77/070,481	3,725,923	US
Monitor Technologies	Monitor Company Group LP	78/698,351	3,395,996	US
NetworkScan (Madrid Base)	Monitor Company Group LP	78/646,013	3,529,085	US
Observation Deck (Madrid Base)	Monitor Company Group LP	78/490,143	3,130,932	US
OrganizationScan (Madrid Base)	Monitor Company Group LP	78/646,009	3,399,543	US
Organizing to Win	Monitor Company Group LP	76/378,875	2,787,262	US
ProfitQuest	Monitor Company Group LP	78/146,026	2,978,263	US
Strategic Choice Structuring	Monitor Company Group LP	75/401,493	2,442,994	US
Strategy Landscape	Monitor Company Group LP	85/197,546	4,089,874	US
TeamAdvantage	Monitor Company Group LP	77/077,746	3,635,760	US
TeamMonitor	Monitor Company Group LP	78/636,841	3,620,919	US