

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM301176

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
HERCULES MERGER SUB INC.		03/31/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PwC Strategy& Inc.		
<b>Street Address:</b>	101 Park Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10178		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4329431	FIT FOR GROWTH	
<b>Registration Number:</b>	3842530	GLOBAL TALENT INNOVATION	
<b>Registration Number:</b>	3044528	ORG DNA PROFILER	
<b>Registration Number:</b>	3023025	ORG DNA PROFILER	
<b>Registration Number:</b>	3057023	STRATEGY+BUSINESS	
<b>Registration Number:</b>	2915677	KATZENBACH PARTNERS LLC	
<b>Registration Number:</b>	3404200	THE EMPATHY ENGINE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3125548000		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	312-554-8000		
<b>Email:</b>	rsacoff@pattishall.com		
<b>Correspondent Name:</b>	Robert W. Sacoff		
<b>Address Line 1:</b>	200 South Wacker Drive, Suite 2900		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	02521-86		
<b>NAME OF SUBMITTER:</b>	Robert W Sacoff		
<b>SIGNATURE:</b>	/RWS/		

CH \$190.00 4329431

<b>DATE SIGNED:</b>	04/11/2014
<b>Total Attachments: 0</b>	

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