

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM307105

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Nurses Association, Inc.		06/05/2014	CORPORATION: D.C.
RECEIVING PARTY DATA			
Name:	Press Ganey Associates, Inc.		
Street Address:	404 Columbia Place		
City:	South Bend		
State/Country:	INDIANA		
Postal Code:	46601		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3401607	NATIONAL DATABASE OF NURSING QUALITY IND	
Registration Number:	2804641	NDNQI	
Registration Number:	3519932	NDNQI AWARD FOR OUTSTANDING NURSING QUAL	
CORRESPONDENCE DATA			
Fax Number:	4142713552		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	414-277-5714		
Email:	crs@quarles.com		
Correspondent Name:	Carl Schwartz Quarles & Brady LLP		
Address Line 1:	411 East Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	153586.00012		
NAME OF SUBMITTER:	Carl R. Schwartz		
SIGNATURE:	/carl r. schwartz/		
DATE SIGNED:	06/10/2014		
Total Attachments: 2			
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U.S.**CONFIRMATORY TRADEMARK ASSIGNMENT**

This Confirmatory Trademark Assignment is made effective as of June 6, 2014 by and between Press Ganey Associates, Inc., an Indiana corporation having a business address located at 404 Columbia Place, South Bend, IN 46601 ("Purchaser"), and American Nurses Association, Inc., a District of Columbia non-stock corporation having a business address located at 8515 Georgia Avenue, Suite 400, Silver Spring, Maryland 20910 ("Seller").

RECITALS:

A. Seller is the record owner of the entire right, title and interest in and to the following U.S. trademark rights, applications, registrations and appurtenant goodwill (collectively the "Trademark Rights"):

Mark	Class	Country	Filing Date	Serial Number	Registration Number	Registration Date
National Database Of Nursing Quality Indicators	44	US	08/13/2007	77253628	3401607	03/25/2008
NDNQI Logo	44	US	03/21/2003	76501786	2804641	01/13/2004
NDNQI Award For Outstanding Nursing Quality	41	US	03/20/2008	77427446	3519932	10/21/2008

; and

B. On June 6, 2014, by an Asset Purchase Agreement, Seller has assigned to Purchaser, and Purchaser has acquired from Seller, the Trademark Rights; and

C. Seller and Purchaser desire to confirm the assignment from Seller to Purchaser of the Trademark Rights in a form better suited for recordation at the U.S. Patent and Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller confirms that as of June 6, 2014, it has sold, assigned and transferred to Purchaser, its successors and assigns, all right, title, and interest in and to the Trademark Rights, including without limitation the goodwill appurtenant thereto, the registration and application relating thereto, and any and all claims and demands it may have, at law or in equity, for past infringement of the Trademark Rights.

Also, Seller shall promptly allow U.S. Serial No. 86/041,338 to go abandoned as it contains a component ("ANA") that is a retained asset of Seller, and only the remainder of that mark is being sold to Purchaser.

[signatures on the following page]

IN WITNESS WHEREOF, Seller has caused this Confirmatory Trademark Assignment to be duly executed.

AMERICAN NURSES ASSOCIATION, INC.

By: Karen Daley

Print Name: Karen Daley, PHD, RN, FAAN

Print Title: President

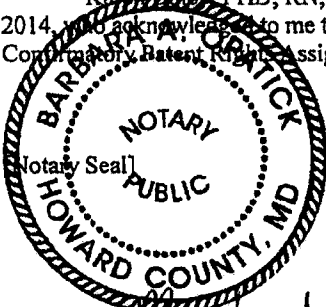
By: Marla Weston

Print Name: Marla Weston, PHD, RN, FAAN

Print Title: Chief Executive Officer

STATE OF Maryland)
COUNTY OF Montgomery) ss

Karen Daley, PHD, RN, FAAN, personally appeared before me this 5th day of June 2014, who acknowledged to me that she is the President of Seller, and that she executed the foregoing Confirmatory Patent Rights Assignment as its free act and deed.

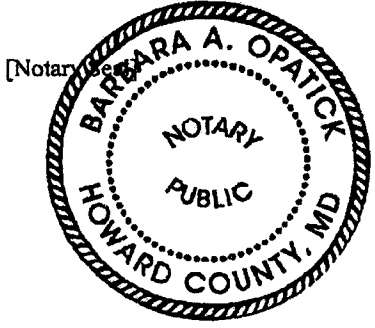


Barbara A. Opatick
Notary Public

My Commission is permanent/expires 5/14/2015

STATE OF Maryland)
COUNTY OF Montgomery) ss

Marla Weston, PHD, RN, FAAN, personally appeared before me this 5th day of June 2014, who acknowledged to me that she is the Chief Executive Officer of Seller, and that she executed the foregoing Confirmatory Patent Rights Assignment as its free act and deed.



Barbara A. Opatick
Notary Public

My Commission is permanent/expires 5/14/2015

Signature Page to Confirmatory Trademark Assignment