

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM308238

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Howard & O'Brien Associates, Inc.		02/06/2014	CORPORATION: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Crain Communications, Inc.		
<b>Street Address:</b>	1155 Gratiot Avenue		
<b>City:</b>	Detroit		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48207		
<b>Entity Type:</b>	CORPORATION: ILLINOIS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4213390	THE ARCHER AWARDS	
<b>Registration Number:</b>	4213391	THE ARCHER AWARDS ACHIEVEMENTS IN HUMAN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	216-831-05		
<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>			
<b>Phone:</b>	216-831-0042		
<b>Email:</b>	dhorn@meyersroman.com		
<b>Correspondent Name:</b>	Debra J. Horn		
<b>Address Line 1:</b>	28601 Chagrin Blvd.		
<b>Address Line 2:</b>	Suite 500		
<b>Address Line 4:</b>	Cleveland, OHIO 44122		
<b>NAME OF SUBMITTER:</b>	Debra J. Horn, Attorney for Assignee		
<b>SIGNATURE:</b>	/Debra J. Horn/		
<b>DATE SIGNED:</b>	06/20/2014		
<b>Total Attachments: 2</b>			
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**ASSIGNMENT OF TRADEMARK**

This Assignment of Trademark ("Assignment") is made this 6 day of February, 2014 ("Effective Date") by Crain Communications, Inc., an Illinois corporation ("Assignor") and in favor of Howard & O'Brien Associates, Inc., an Ohio corporation ("Assignee").

WHEREAS, Assignor is the registered owner of the following trademark registered with the United States Patent and Trademark office:

Trademark	Registration Numbers	Registration Date	Description
THE ARCHER AWARDS	4213390	September 25, 2012	IC 041. US 100 101 107. G & S: Providing recognition by the way of awards to demonstrate excellence in the field of Human Resources. FIRST USE: 20110308. FIRST USE IN COMMERCE: 20110308
THE ARCHER AWARDS ACHIEVEMENTS IN HUMAN RESOURCES	4213391	September 25, 2012	IC 041. US 100 101 107. G & S: Providing recognition by the way of awards to demonstrate excellence in the field of Human Resources. FIRST USE: 20110308. FIRST USE IN COMMERCE: 20110308

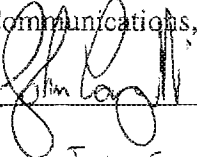
WHEREAS, Assignor and Assignee are parties to an agreement whereby Assignor has agreed to transfer all of its rights and interests in the Trademark to Assignee; and

WHEREAS, Assignor desires the records of the U.S. Patent and Trademark Office to reflect that the Trademark, together with all rights and interests thereof in and all associated goodwill, be transferred to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt, adequacy and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee the exclusive right, title and interest in and to the Trademark and the use thereof throughout the world, together with the goodwill pertaining to the Trademark.

IN WITNESS WHEREOF, the undersigned have executed this Assignment of Trademark as of the date first above written.

Crain Communications, Inc.

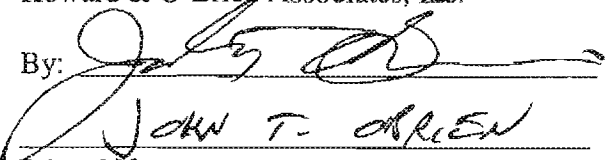
By: 

JOHN CAMPANELLI  
Printed Name

PUBLISHER  
Title

Date

Howard & O'Brien Associates, Inc.

By: 

JOHN T. O'BRIEN  
Printed Name

PRESIDENT  
Title

2/9/14  
Date