

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM486374

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Improve PX, LLC		06/01/2018	Limited Liability Company: DELAWARE
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: 6			
Property Type	Number	Word Mark	
Registration Number:	4744415	BLG	
Registration Number:	4610909	COMMUNITY INSIGHTS	
Registration Number:	4222475	INSIGHTS ONLINE	
Registration Number:	4230531	PATIENT INSIGHTS	
Registration Number:	4230530	PHYSICIAN INSIGHTS	
Registration Number:	3093258	BRIGHT IDEAS MANAGER	
CORRESPONDENCE DATA			
Fax Number:	3126321780		
<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:	312.715.5241		
Email:	tm-dept@quarles.com, nicole.murray@quarles.com, veronica.brooks@quarles.com		
Correspondent Name:	Nicole M. Murray at Quarles & Brady LLP		
Address Line 1:	300 North LaSalle Street, Ste. 4000		
Address Line 4:	Chicago, ILLINOIS 60654		
ATTORNEY DOCKET NUMBER:	153586.00157 Improve 2 PG		
NAME OF SUBMITTER:	Veronica Ford Brooks		
SIGNATURE:	/VFB/		

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DATE SIGNED:	08/16/2018
Total Attachments: 2 source=Improve PX to Press Ganey Signed Trademark Assignment#page1.tif source=Improve PX to Press Ganey Signed Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

This Assignment of Trademark is effective as of June 1, 2018, by and among **Improve PX, LLC**, a Delaware limited liability company ("Assignor"), and **Press Ganey Associates, Inc.**, an Indiana corporation ("Company").


WHEREAS, Assignor owns the trademarks shown on the attached Schedule, (the "Trademarks"); and

WHEREAS, Company desires to purchase and acquire, and Assignor desires to sell, assign and transfer to Company, the Trademarks and the goodwill in connection therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Assignor hereby sells, assigns and transfers to Company all right, title and interest in and to the Trademarks and all right, title and interest in and to any and all claims and demands, at law or in equity, for past infringement of the Trademarks.

IN WITNESS WHEREOF, the parties have caused this Assignment of Trademarks to be executed by their duly authorized representatives as of the date written above.

IMPROVE PX, LLC

By:  _____

Name: Devin J. Anderson

Title: Secretary

PRESS GANEY ASSOCIATES, INC.

By:  _____

Name: Devin J. Anderson

Title: General Counsel & Corporate Secretary

Schedule A

Registered Trademarks

Mark	Serial No. Filing Date	Reg. No. Reg. Date	Status
BLG	86064498 September 13, 2013	4744415 May 26, 2015	Registered
COMMUNITY INSIGHTS	85982424 December 6, 2010	4610909 September 23, 2014	Registered
INSIGHTS ONLINE	85191414 December 6, 2010	4222475 October 9, 2012	Registered
PATIENT INSIGHTS	85191404 December 6, 2010	4230531 October 23, 2012	Registered
PHYSICIAN INSIGHTS	85191371 December 6, 2010	4230530 October 23, 2012	Registered
BRIGHT IDEAS MANAGER	78649036 June 13, 2005	3093258 May 16, 2006	Registered

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