

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM618452

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PatientWisdom, Inc.	FORMERLY PatientWisdom, LLC	01/04/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	National Research Corporation		
Street Address:	1245 Q Street		
City:	Lincoln		
State/Country:	NEBRASKA		
Postal Code:	68508		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	5335913	PATIENTWISDOM	
Registration Number:	5397445	PATIENTWISDOM IMPROVING HEALTH AND CAREB	
Registration Number:	5650431	PROVIDERWISDOM	
Registration Number:	5626354		
Registration Number:	5626405	WE HEAR YOU	
Registration Number:	5726273	WISDOMICS	
Registration Number:	5856508	COMMUNITYWISDOM	
Serial Number:	90013156	STUDENTWISDOM	
CORRESPONDENCE DATA			
Fax Number:	4024354239		
<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:	402-435-3223		
Email:	ckortum@scudderlaw.com		
Correspondent Name:	Christopher Kortum		
Address Line 1:	411 South 13th Street		
Address Line 2:	Suite 200		
Address Line 4:	Lincoln, NEBRASKA 68508		
NAME OF SUBMITTER:	Christopher Kortum		

OP \$215.00 5335913

SIGNATURE:	/Christopher Kortum/
DATE SIGNED:	01/05/2021
Total Attachments: 4 source=06 - Trademark Assignment#page1.tif source=06 - Trademark Assignment#page2.tif source=06 - Trademark Assignment#page3.tif source=06 - Trademark Assignment#page4.tif	

TRADEMARK ASSIGNMENT

January 4, 2021

WHEREAS, PatientWisdom, Inc., a Delaware corporation ("Assignor") and National Research Corporation, a Wisconsin corporation ("Assignee") have entered into that certain Asset Purchase Agreement, dated as of the date hereof (the "Purchase Agreement"), pursuant to which Assignor has assigned, or agreed to assign, to Assignee certain trademark rights of Assignor, including its rights in the trademarks, trademark registrations and applications set forth on Schedule A attached hereto (collectively, the "Trademarks"), together with the goodwill of the business symbolized by the Trademarks, along with the right to recover damages for any infringement or dilution thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all of the right, title and interest in and to the Trademarks and the registrations and applications therefor in the United States and throughout the world together with the goodwill of the business symbolized by the Trademarks, along with the right to sue and recover for, and the right to profits, penalties or damages due or accrued arising out of or in connection with any and all past, present and future infringements or dilution of or damage or injury to the Trademarks or such represented goodwill;

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform other acts the Assignee may reasonably require in order to vest all Assignor's right, title and interest in and to the Trademarks in the Assignee and/or to provide evidence to support any of the foregoing, to the extent such evidence is in the possession or control of the Assignor.


This Trademark Assignment is executed and delivered pursuant to, and is subject to the terms of, the Purchase Agreement, and nothing contained herein is intended to amend, alter, modify, expand or diminish the terms set forth in the Purchase Agreement. In the event of any conflict, inconsistency or ambiguity between the provisions of this Agreement and of the Purchase Agreement, the provisions of the Purchase Agreement shall govern and prevail.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment by its duly authorized officer as of the date first above written.

ASSIGNOR:

PatientWisdom, Inc.

By: 
Name: Gregory Makoul
Title: Chief Executive Officer, President,
and Secretary

SCHEDULE ATrademark Registrations

<u>Trademark</u>	<u>Application Serial Number</u>	<u>Application Date</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Jurisdiction</u>
PATIENTWISDOM	86761771	09/18/2015	5335913	11/14/2017	United States
PATIENTWISDOM	1368522	03/18/2016	1368522	03/18/2016	Int'l Bureau (WIPO)
PATIENTWISDOM	015234453	03/18/2016	015234453	01/20/2017	European Union
PATIENTWISDOM	298946	03/18/2016	298946	04/01/2019	Israel
PATIENTWISDOM IMPROVING HEALTH AND CARE BY LISTENING TO PATIENTS	87216005	10/26/2016	5397445	02/06/2018	United States
PROVIDERWISDOM	87571464	08/16/2017	5650431	01/08/2019	United States
QUOTE MARKS Design	87870773	04/10/2018	5626354	12/11/2018	United States
WE HEAR YOU	87873790	04/12/2018	5626405	12/11/2018	United States
WISDOMICS	88071965	08/09/2018	5726273	04/16/2019	United States

COMMUNITYWISDOM	88309816	02/21/19	5856508	09/10/2019	United States
STUDENTWISDOM	90013156	06/22/2020	-	-	United States

TRADEMARK

REEL: 007176 FRAME: 0881

RECORDED: 01/05/2021