

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM733244

<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>
Juran Institute, Inc.		05/06/2022	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Attain Juran LLC		
<b>Street Address:</b>	1650 Tysons Boulevard		
<b>Internal Address:</b>	Suite 1530		
<b>City:</b>	McLean		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	22102		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1598892	JURAN INSTITUTE	
<b>Registration Number:</b>	1453462	THE JURAN TRILOGY	
<b>Registration Number:</b>	2048731	QUALITY IMPROVEMENT TOOLS	
<b>Registration Number:</b>	1859346	FACILITATING AND LEADING QUALITY IMPROVE	
<b>Registration Number:</b>	2054914	BREAKTHROUGH RESULTS	
<b>Registration Number:</b>	3691028	JURAN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	laura.o'brien@hkllaw.com		
<b>Correspondent Name:</b>	Holland & Knight LLP		
<b>Address Line 1:</b>	10 St. James Ave.		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02116		
<b>ATTORNEY DOCKET NUMBER:</b>	171487.00006		
<b>NAME OF SUBMITTER:</b>	Laura O'Brien		
<b>SIGNATURE:</b>	/Laura O'Brien/		
<b>DATE SIGNED:</b>	06/08/2022		

OP \$165.00 1598892

**Total Attachments: 22**

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## ASSIGNMENT OF INTELLECTUAL PROPERTY

This Assignment of Intellectual Property, dated as of May 6, 2022 (as hereinafter amended, modified or supplemented, this “IP Assignment”), is entered into by and between Juran Institute, Inc., a Delaware corporation (“Assignor”), and Attain Juran LLC, a Delaware limited liability company (“Assignee”) (each a “Party” and together the “Parties”).

### RECITALS

WHEREAS, Assignor, Assignee, Impro, Inc., a Massachusetts corporation, Joseph A. Defeo an individual, and Joseph M. Defeo, an individual, are parties to that certain Asset Purchase Agreement, dated as of the date hereof (the “Agreement”);

WHEREAS, pursuant to the Agreement, Assignor agreed to sell, convey, assign, transfer and deliver to Assignee all of its rights, title, and interests in, to, and under, certain assets of Assignor comprising the Purchased IP (such Purchased IP, the “Respective IP Assets”), including all goodwill associated therewith; and

WHEREAS, this IP Assignment is made pursuant to, and in consideration of, the Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

### AGREEMENT

1. Capitalized Terms. Any capitalized term used but not defined herein shall have the meaning set forth in the Agreement.

2. Assignment. Assignor hereby sells, conveys, assigns, transfers, and delivers to Assignee, free and clear of all Liens, all right, title, and interest in, to, and under the Respective IP Assets. The Respective IP Assets consist of the following:

(a) Patents. All right, title, and interest in, to, and under the Respective IP Assets that comprise, consist of, or otherwise constitute any patents, including, without limitation, the following: (i) United States and foreign patents and pending patent applications (including those listed on Schedule 1 attached hereto) and any improvements thereto, including any and all utility models and design registrations granted for any inventions or improvements thereto, whether patented or unpatented; (ii) rights in any divisional, continuation, continuation-in-part, reexamination, or reissue thereof; (iii) rights to obtain patent or equivalent protection therein throughout the world; (iv) rights to claim priority based on the filing dates of applications under the Paris Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention and all other treaties of like purposes; and (v) rights to causes of action and remedies related thereto, including, without limitation, the right to sue, obtain relief, and recover any and all damages and profits, or seek injunctive relief, and any and all other remedies, for past, present, or future infringements or violations thereof, all in Assignee’s sole name;

(b) Copyrights. All right, title, and interest, in, to, and under the Respective IP Assets that comprise, consist of, or otherwise constitute any copyrights, including, without limitation, the following: (i) copyrights and works of authorship, whether or not copyrightable, and all registrations, applications for registration; (ii) renewals or renewal rights therein; (iii) rights to obtain registrations of such copyrights in the United States and throughout the world; (iv) rights to causes of action and remedies related thereto, including, without limitation, the right to sue, obtain relief, and recover any and all damages and profits, or seek injunctive relief, and any and all other remedies, for past, present, or future infringements or violations thereof, all in Assignee's sole name;

(c) Trademarks. All right, title, and interest in, to, and under the Respective IP Assets that comprise, consist of, or otherwise constitute any trademarks, including, without limitation, the following: (i) trademarks, service marks, brands, certification marks, logos, trade dress, trade names, and other similar indicia of source or origin (including the trademark listed on Schedule 1 attached hereto), together with the goodwill of the business that is symbolized thereby or associated therewith; (ii) renewals or renewal rights therein; (iii) rights to obtain registrations thereof throughout the world; (iv) rights to causes of action and remedies related thereto, including, without limitation, the right to sue, obtain relief, and recover any and all damages and profits, or seek injunctive relief, and any and all other remedies, for past, present, or future infringements or violations thereof, all in Assignee's sole name;

(d) Trade Secrets. All right, title, and interest in, to and under the Respective IP Assets that comprise, consist of, or otherwise constitute any trade secrets, including, without limitation, the following: (i) trade secrets, know-how, inventions (whether or not patentable), discoveries, improvements, technology, business and technical information, databases, data compilations and collections, tools, methods, processes, techniques, and other confidential and proprietary information and all rights therein; and (ii) rights to sue, obtain relief, and recover any and all damages and profits, or seek injunctive relief, and any and all other remedies, for past, present, or future misappropriations or violations thereof, all in Assignee's sole name; and

(e) Domain Names. All right, title, and interest in, to, and under the Internet domain names, social media accounts or user names (including "handles"), whether or not trademarks, all associated web addresses, URLs, websites and web pages, social media sites and pages, and all content and data thereon or relating thereto, whether or not copyrights (including, without limitation, the domain names and social media accounts listed on Schedule 1 attached hereto) (collectively, "Domain Names"), together with the goodwill of the business in connection with which the Domain Names have been used or are intended to be used.

3. Further Acts. Assignor agrees, without further consideration, to take or cause to be taken all actions and to do, or cause to be done, all things necessary, proper or advisable in the view of the Assignee to consummate and make effective the assignment contemplated herein and in the Agreement; including, without limitation, the execution of such documents, the filing of such instruments, and the taking of any such other actions as may be necessary or appropriate to vest all right, title, and interest in all of the Respective IP Assets in Assignee or its assignee and to consolidate, confirm, and record all aspects thereof.

4. Successors and Assigns. This IP Assignment shall be binding on and inure to the benefit of the Parties' respective successors and assigns.

5. Severability. In the event that any one or more of the provisions contained in this IP Assignment shall be invalid, illegal, or unenforceable in any respect for any reason, the validity, legality and enforceability of any such provision in every other respect and of the remaining provisions of this IP Assignment shall not be in any way impaired.

6. Governing Law. This IP Assignment shall be governed, construed and enforced in accordance with the laws of the State of Delaware without giving effect to the principles of conflicts of laws thereof.

7. Subject to Agreement. In the event of any conflict or other difference between the Agreement and this IP Assignment, the provisions of the Agreement shall govern and control.

8. Counterparts; Electronic Signatures and Records. The term "Electronic Signature" means (i) the signing Party's manual signature, converted by the signing Party to facsimile or industry-accepted digital form (such as a .pdf file) and received from the signing Party's customary email address, customary facsimile number, or other mutually agreed-upon authenticated source; or (ii) the signing Party's digital signature executed using a mutually agreed-upon digital signature service provider and digital signature process. This IP Assignment may be executed via manual signature or Electronic Signature. This IP Assignment may be so executed in counterparts, each of which will be considered an original and all such counterparts will be considered and constitute one and the same agreement. Each Party to this IP Assignment (a) agrees that it will be bound by its own Electronic Signature, (b) accepts the Electronic Signature of each other Party to this IP Assignment, and (c) agrees that such Electronic Signatures shall be the legal equivalent of manual signatures.

*<Signature page follows>*

IN WITNESS WHEREOF, this IP Assignment has been duly executed by the Parties hereto on the day and year first above written.

ASSIGNOR:

JURAN INSTITUTE, INC.

By JMDaFco  
Name: Joseph M. DeFco  
Title: CEO

ASSIGNEE:

ATTAIN JURAN LLC

By \_\_\_\_\_  
Name:  
Title:

IN WITNESS WHEREOF, this IP Assignment has been duly executed by the Parties hereto on the day and year first above written.

ASSIGNOR:

JURAN INSTITUTE, INC.

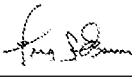
By \_\_\_\_\_

Name:

Title:

ASSIGNEE:

ATTAIN JURAN LLC

By  \_\_\_\_\_

Name: Greg J. Baroni

Title: Chief Executive Officer

**Schedule 1**

1. Software; Content.

All content, software, files, and other materials relating to (i) those residing on the IMPRO online platform and any related materials in the Sellers' possession or control, (ii) all training modules, (iii) the Juran Knowledge Base, (iv) the Juran workshops and related courses, and (v) all marketing collateral material.

All content, software, files, and other materials residing on and related to the websites owned by Juran Institute, Inc. and Impro, Inc., including the Juran.com website.

All social media content.

2. Patents.

None.



3. Copyrights

3.1 U.S. Registered Copyrights

No.	Name (NALL)	Full Title	Copyright Number	Date
1.	Juran Institute, Inc.	1987 programs for companywide quality management.	TX00020000659	1986
2.	Juran Institute, Inc.	Juran report.	CSN0053474	1984
3.	Juran Institute, Inc.	Juran report.	CSN0053474	1983
4.	Juran Institute, Inc.	Juran's breakthrough for quality improvement teams.	TX00003799877	1993
5.	Juran Institute, Inc.	Juran's breakthrough for quality improvement teams : facilitator's guide.	TX00003701018	1993
6.	Juran Institute, Inc.	Quality improvement health care : facilitator's guide.	TX00003631546	1993
7.	Juran Institute, Inc.	Quality improvement pocket guide.	TX00003634517	1993
8.	Juran Institute, Inc.	Quality planning tools : activities.	TX00003893278	1994
9.	Juran Institute, Inc.	1983 programs in managing for quality.	TX00001040740	1982
10.	Juran Institute, Inc.	Adventures in improvement.	TX00001413610	1984
11.	Juran Institute, Inc.	Benchmarking for world-class leadership.	TX00003590389	1992
12.	Juran Institute, Inc.	Best business to be in ....	TX00001653501	1985
13.	Juran Institute, Inc.	Breakthrough results.	TX00004163014	1995
14.	Juran Institute, Inc.	Breakthrough results--facilitator guide.	TX00004254667	1996
15.	Juran Institute, Inc.	Breakthrough results : workbooks.	TX00004266154	1996
16.	Juran Institute, Inc.	Business process quality management.	TX00003590397	1990
17.	Juran Institute, Inc.	Clinical quality and total quality management / Kathleen Jennison Goonan.	TX00003699544	1993
18.	Juran Institute, Inc.	Come preview the video series Juram on quality improvement, Friday, 8 June 1984, the Waldorf-Astoria, New York City.	TX00001324764	1984
19.	Juran Institute, Inc.	Creating and implementing self-directed work teams.	TX00004419060	1996

20.	Juran Institute, Inc.	Davey Jones locker : case study.	TX0004182217	1995
21.	Juran Institute, Inc.	Departmental cost of poor quality.	TX0004318866	1996
22.	Juran Institute, Inc.	Designs for world-class quality.	TX0003937644	1994
23.	Juran Institute, Inc.	Designs for world-class quality : facilitator's guide.	TX0004175216	1994
24.	Juran Institute, Inc.	Designs for world-class quality : project journal.	TX0003984107	1994
25.	Juran Institute, Inc.	Designs for world-class quality : team skills.	TX0003923801	1994
26.	Juran Institute, Inc.	Designs for world-class quality--transparencies.	VA0000762412	1994
27.	Juran Institute, Inc.	Facilitating and leading quality improvement teams : index case study.	TX0003685016	1993
28.	Juran Institute, Inc.	Facilitating Juran on quality planning : basic.	TX0002658417	1989
29.	Juran Institute, Inc.	Gain valuable "case history" insights into the process of quality improvement from the Juran report.	TX0001585397	1985
30.	Juran Institute, Inc.	Highlights from Juran on quality leadership : how to go from here to there.	PA0000403544	1988
31.	Juran Institute, Inc.	Impro 83 proceedings.	TX0001416051	1984
32.	Juran Institute, Inc.	Improved mammography screening case study : facilitator's guide--team training.	TX0003634364	1992
33.	Juran Institute, Inc.	Improved mammography screening : case study : pt. 1-9.	TX0003608245	1992
34.	Juran Institute, Inc.	Introducing: Juran on Quality Improvement: an in-house video program to develop the habit of annual improvements in quality and annual reductions in quality-related costs & 3 other titles / By Juran Enterprises, Inc.	V2814P437	1993
35.	Juran Institute, Inc.	Juran Institute.	TX0002816903	1990
36.	Juran Institute, Inc.	Juran Institute, Inc., leader training seminars.	TX0001584997	1985
37.	Juran Institute, Inc.	Juran Institute, Inc., video preview seminar.	TX0001585296	1985

38.	Juran Institute, Inc.	Juran Institute products & seminars : catalog.	TX0002987566	1990
39.	Juran Institute, Inc.	Juran Institute quality improvement services.	TX0002000655	1986
40.	Juran Institute, Inc.	Juran on leadership for quality : an executive handbook / J. M. Juran.	TX0002494994	1989
41.	Juran Institute, Inc.	Juran on planning for quality / J. M. Juran.	TX0002217532	1988
42.	Juran Institute, Inc.	Juran on quality by design: the new steps for planning quality into goods and services & 43 other titles.	V2814P427	1993
43.	Juran Institute, Inc.	Juran on quality by design : the new steps for planning quality into goods and services / J. M. Juran.	TX0003335543	1992
44.	Juran Institute, Inc.	Juran on quality improvement.	TX0001416050	1984
45.	Juran Institute, Inc.	Juran On Quality Improvement : an in-house video program to develop the habit of annual improvements in quality and annual reductions in quality-related costs.	TX0001040739	1982
46.	Juran Institute, Inc.	Juran on Quality Improvement : leader's manual.	TX0000956347	1982
47.	Juran Institute, Inc.	Juran on quality leadership.	PA0000400797	1987
48.	Juran Institute, Inc.	Juran on quality planning.	PA0000436403	1988
49.	Juran Institute, Inc.	Juran on quality planning / by J. M. Juran.	TX0001687379	1985
50.	Juran Institute, Inc.	Juran report.	CSN0053474	1986
51.	Juran Institute, Inc.	Juran report.	CSN0053474	1985
52.	Juran Institute, Inc.	Juran road toward total quality.	TX0003215905	1991
53.	Juran Institute, Inc.	Juran-Upper management and quality : a one day seminar for top executives.	TX0001585260	1985
54.	Juran Institute, Inc.	Juran's Breakthrough for quality improvement teams : facilitator's team notebook.	TX0003803201	1994
55.	Juran Institute, Inc.	Juran's Breakthrough for quality improvement teams : team notebook.	TX0003803202	1994
56.	Juran Institute, Inc.	Juran's breakthrough for quality improvement teams : team preparation workbook.	TX0003658361	1993

57.	Juran Institute, Inc.	Juran's Breakthrough for quality improvement teams : team training workshop.	TX00003677381	1993
58.	JURAN INSTITUTE, INC.	JURAN'S QUALITY HANDBOOK: THE COMPLETE GUIDE TO PERFORMANCE EXCELLENCE, SIXTH EDITION.	TX00008162694	2010
59.	JURAN INSTITUTE, INC.	JURAN'S QUALITY MANAGEMENT AND ANALYSIS, SIXTH EDITION.	TX00007925787	2014
60.	Juran Institute, Inc.	Juran's quality planning and analysis for enterprise quality.	TX00006351562	2006
61.	Juran Institute, Inc.	Leading quality planning teams.	TX00003234469	1991
62.	Juran Institute, Inc.	Leading world-class design teams : instructor guide.	TX00004278321	1995
63.	Juran Institute, Inc.	Leading world-class design teams : participants manual.	TX00004129859	1995
64.	Juran Institute, Inc.	Made in the USA : a break in the clouds / J. M. Juran.	TX00002858724	1990
65.	Juran Institute, Inc.	Making quality happen : upper management's role.	TX00003562994	1988
66.	Juran Institute, Inc.	Management of quality : manufacturing.	TX00003195360	1990
67.	Juran Institute, Inc.	Managing the quality culture.	TX00004167094	1995
68.	Juran Institute, Inc.	Meeting the competitive challenge.	PA00000401442	1986
69.	Juran Institute, Inc.	Planning for quality / by J. M. Juran.	TX00001999645	1986
70.	Juran Institute, Inc.	Prescription for the West--four years later / By J. M. Juran.	V2131P128	1985
71.	Juran Institute, Inc.	Prescription for the West--four years later / J. M. Juran.	TX00001656794	1985
72.	Juran Institute, Inc.	Programs for companywide quality management, 1986.	TX00001787096	1986
73.	Juran Institute, Inc.	Programs in managing for quality / Juran Institute, Inc.	CSN00054200	1985
74.	Juran Institute, Inc.	Programs in managing for quality / Juran Institute, Inc.	CSN00054200	1984

75.	Juran Institute, Inc.	Programs in managing for quality / Juran Institute, Inc.	CSN0054200	1983
76.	Juran Institute, Inc.	Quality benchmarks for executives.	PA00000542549	1991
77.	Juran Institute, Inc.	Quality costs--failures and potentials / By Frank M. Gryna, Jr.	V2131P129	1985
78.	Juran Institute, Inc.	Quality costs--failures and potentials / Frank M. Gryna.	TX0001681116	1985
79.	Juran Institute, Inc.	Quality for work groups.	TX00003634006	1992
80.	Juran Institute, Inc.	Quality improvement health care--a preview.	TX00003634307	1992
81.	Juran Institute, Inc.	Quality improvement health care : facilitator's team notebook.	TX00003626523	1993
82.	Juran Institute, Inc.	Quality improvement health care : team notebook.	TX00003628492	1993
83.	Juran Institute, Inc.	Quality improvement health care : team preparation workbook.	TX00003608734	1992
84.	Juran Institute, Inc.	Quality improvement health care : team training workbook.	TX00003608733	1992
85.	Juran Institute, Inc.	Quality improvement process.	VA0000599552	1993
86.	Juran Institute, Inc.	Quality improvement storyboard.	VA0000585896	1992
87.	Juran Institute, Inc.	Quality improvement tools : visual aid masters, flip charts, multi-tool exercise information packets.	TX00002671174	1989
88.	Juran Institute, Inc.	Quality management in the practice of law.	PA00000646161	1992
89.	Juran Institute, Inc.	Quality minutes.	PA00000679044	1993
90.	Juran Institute, Inc.	Quality minutes discussion guide.	CSN0115533	1996
91.	Juran Institute, Inc.	Quality minutes : vol. 1, no. 10.	PA00000725813	1994
92.	Juran Institute, Inc.	Quality minutes : vol. 1, no. 11.	PA00000733111	1994
93.	Juran Institute, Inc.	Quality minutes : vol. 1, no. 12.	PA00000733112	1994

94.	Juran Institute, Inc.	Quality minutes : vol. 1, no. 2.	PA0000683352	1993
95.	Juran Institute, Inc.	Quality minutes : vol. 1, no. 3.	PA0000683503	1994
96.	Juran Institute, Inc.	Quality minutes : vol. 1, no. 4.	PA0000688831	1994
97.	Juran Institute, Inc.	Quality minutes : vol. 1, no. 5.	PA0000695029	1994
98.	Juran Institute, Inc.	Quality minutes : vol. 1, no. 6.	PA0000694077	1994
99.	Juran Institute, Inc.	Quality minutes : vol. 1, no. 7.	PA0000715371	1994
100.	Juran Institute, Inc.	Quality minutes : vol. 1, no. 8.	PA0000715812	1994
101.	Juran Institute, Inc.	Quality minutes : vol. 1, no. 9.	PA0000719292	1994
102.	Juran Institute, Inc.	Quality minutes : vol. 11, no. 11.	PA0000762647	1995
103.	Juran Institute, Inc.	Quality minutes : vol. 2, no. 1.	PA0000738262	1994
104.	Juran Institute, Inc.	Quality minutes : vol. 2, no. 10.	PA0000745704	1995
105.	Juran Institute, Inc.	Quality minutes : vol. 2, no. 12.	PA0000769389	1995
106.	Juran Institute, Inc.	Quality minutes : vol. 2, no. 2.	PA0000742426	1994
107.	Juran Institute, Inc.	Quality minutes : vol. 2, no.3.	PA0000738662	1995
108.	Juran Institute, Inc.	Quality minutes : vol. 2, no. 4.	PA0000696766	1995
109.	Juran Institute, Inc.	Quality minutes : vol. 2, no. 5.	PA0000697490	1995
110.	Juran Institute, Inc.	Quality minutes ; vol. 2, no. 6.	PA0000749519	1995
111.	Juran Institute, Inc.	Quality minutes : vol. 2, no. 7.	PA0000699700	1995
112.	Juran Institute, Inc.	Quality minutes : vol. 2, no. 8.	PA0000702395	1995

113.	Juran Institute, Inc.	Quality minutes : vol. 2, no. 9.	PA0000704087	1995
114.	Juran Institute, Inc.	Quality minutes : vol. 3, no. 1.	PA0000764188	1995
115.	Juran Institute, Inc.	Quality minutes : vol. 3, no. 2.	PA0000748833	1996
116.	Juran Institute, Inc.	Quality minutes : vol. 3, no. 3.	PA0000787365	1996
117.	Juran Institute, Inc.	Quality minutes : vol. 3, no. 4.	PA0000787874	1996
118.	Juran Institute, Inc.	Quality minutes : vol. 3, no. 5.	PA0000789594	1996
119.	Juran Institute, Inc.	Quality minutes : vol. 3, no. 6.	PA0000797510	1996
120.	Juran Institute, Inc.	Quality minutes : vol. 3, no. 7.	PA0000802872	1996
121.	Juran Institute, Inc.	Quality minutes : vol. 3, no. 8.	PA0000807787	1996
122.	Juran Institute, Inc.	Quality planning--ready reference.	TX0004196670	1994
123.	Juran Institute, Inc.	Quality planning tools.	TX0003920139	1994
124.	Juran Institute, Inc.	Quality trilogy : a universal approach to managing for quality / by J. M. Juran.	TX0002057072	1986
125.	Juran Institute, Inc.	Quality wars : the triumphs and defeats of American business : a Juran Institute report / Jeremy Main.	TX0003805497	1994
126.	Juran Institute, Inc.	Reducing billing errors.	TX0003793309	1993
127.	Juran Institute, Inc.	Strategic quality planning.	TX0003590390	1992
128.	Juran Institute, Inc.	Strategic quality planning : an integrated approach to quality leadership / by J. M. Juran	TX0001898706	1986
129.	Juran Institute, Inc.	Strategies for self-directed work teams.	TX0004163013	1995
130.	Juran Institute, Inc.	Ten lessons learned : how quality management really works in health care / A. Blanton Godfrey, Donald M. Berrwick, Jane Roesner.	TX0003582509	1992
131.	Juran Institute, Inc.	Total quality management : a practical guide.	TX0003228568	1991

132.	Juran Institute, Inc.	Total service quality.	TX00003195240	1990
133.	Juran Institute, Inc.	Training benchmarking teams : participants' guide.	TX00003701270	1993
134.	Juran Institute, Inc.	Upper management and quality--a new direction / by J. M. Juran.	TX00000956346	1982
135.	Juran Institute, Inc.	Upper management and quality / [Juran].	TX00001084435	1982
136.	Juran Institute, Inc.	Work team excellence : managing quality in daily work : instructor's guide.	TX00004284241	1996
137.	Juran Institute, Inc.	Work team excellence : managing quality in daily work.	TX00004129858	1995
138.	Juran Institute, Inc.	Work team excellence process minder.	TX00004218774	1996

3.2 Foreign Registered Copyrights

None.

3.3 Material Unregistered Copyrights

All content and material set forth on Schedule 1.1(c), to the extent not registered with the US Copyright Office.

4. Trademarks

4.1 U.S. Registered Trademarks


Mark	Reg. No.	Reg. Date	App. No.	App. Date	Class	Goods/Services	Next Renewal	Our Ref.
JURAN INSTITUTE	1598892	5/29/1990	738231110	9/5/1989	35	Consulting and business planning services in the field of management and quality control	11/29/2020 (Filed, awaiting acceptance)	3-204.011
					41	Educational services, namely, offering workshops, courses, seminars and conferences in the field of management and quality control		



THE JURAN TRILOGY	1453462	8/18/1987	73591766	4/7/1986	35	Consulting and business planning services in the field of management and quality control	8/18/2027	3-204.016
QUALITY IMPROVEMENT TOOLS	2048731	4/1/1997	74732669	9/1/1995	16	Printed matter, namely workbooks and instructor's kits used in a training program for business problem solving	4/1/2027	3-204.021-2
FACILITATING AND LEADING QUALITY IMPROVEMENT TEAMS	1859346	10/18/1994	74409230	7/6/1993	41	Educational services, namely conducting seminars and training in the field of business management	10/18/2024	3-204.070
BREAKTHROUGH RESULTS	2054914	4/22/1997	75088526	4/15/1996	16	printed matter, namely instructional manuals for training in the field of business management	4/22/2027	3-204.086
					9	Prerecorded machine-readable data carriers in the field of business management and quality control		
					16	Printed matter, namely, books and training materials in the nature of manuals and workbooks, all in the field of business management		
JURAN	3691028	10/6/2009	77328462	11/13/2007	35	Consulting services and business planning services in the field of business management and quality control	10/6/2029	3-204.119
					41	Educational services, namely, offering and conducting workshops, courses, seminars, conferences, on-site training and online training in the field of business management and quality control		
					41	Education and training services, namely, offering and conducting interactive, online training in the field of business management and quality control	7/24/2023 (Earliest date §8 (6 year) Declaration can be filed)	
IMPRO	5525760	7/24/2018	87396671	4/3/2017	42	Scientific and technological services and research and design relating thereto; industrial analysis and research services;		

						design and development of computer hardware and software.	
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4.2 Foreign Jurisdictions Trademarks

Mark	Country/Region	Reg. No.	Reg. Date	App. No.	App. Date	Class	Goods/Services	Next Renewal	Our Ref.
	Canada	TMAA425,382	3/18/1994	718999	12/14/1992		Educational services, namely, conducting seminars and producing video cassette training programs dealing with the needs and responsibilities of industrial management and specialists	3/18/2024	3-204,002-1
JURAN ON QUALITY PLANNING	Canada	TMAA422,388	1/21/1994	718792	12/14/1992		Prerecorded video cassette tapes featuring quality management; instruction manuals for video training in the field of quality management	1/21/2024	3-204,008-1
JURAN INSTITUTE, INC.	Canada	TMAA422,392	1/21/1994	718840	12/14/1992		Consulting and business planning services in the field of management and quality control; educational services, namely, offering workshops, courses, seminars and conferences in the field of management and quality control	1/21/2024	3-204,011-1
JURAN INSTITUTE, INC. (Madrid Protocol)	International Registration (Madrid Protocol)	949279	12/13/2007	A0010653	12/13/2007	35	Consulting and business planning services in the field of management and quality control	12/13/2027	3-204,011-2
JURAN INSTITUTE, INC.	European Union (Extension of International)	949279	12/13/2007	949279	12/13/2007	35	Consulting and business planning services in the field of management and quality control	12/13/2027	3-204,011-3

	Registration)						41	Educational services, namely, offering workshops, courses, seminars and conferences in the field of management and quality control		
JURAN INSTITUTE, INC.	United Kingdom	949279	12/13/2007	UK00800949279	12/13/2007		41	Educational services, namely, offering workshops, courses, seminars and conferences in the field of management and quality control	12/13/2027	3-204.011-3-1
THE JURAN TRILOGY	Canada	TMAA422,394	1/21/1994	718855	12/14/1992			Consulting and business planning services in the field of management and quality control	1/21/2024	3-204.016-1
THE JURAN TRILOGY	International Registration (Madrid Protocol)	949271	12/13/2007	A0010654	12/13/2007		35	Consulting and business planning services in the field of management and quality control	12/13/2027	3-204.016-2
THE JURAN TRILOGY	European Union (Extension of International Registration)	949271	12/13/2007	949271	12/13/2007		35	Consulting and business planning services in the field of management and quality control	12/13/2027	3-204.016-3
THE JURAN TRILOGY	(jointly owned with SmartPros, Ltd.)	949271	12/13/2007	UK00800949271	12/13/2007		35	Consulting and business planning services in the field of management and quality control	12/13/2027	3-204.016-3-1
QUALITY IMPROVEMENT TOOLS	Canada	TMAA422,387	1/21/1994	718791	12/14/1992			Printed matter, namely: workbooks and instructor's kits used in a training program for business problem solving	1/21/2024	3-204.021-1
BUSINESS PROCESS QUALITY MANAGEMENT	Canada	TMAA422,386	1/21/1994	718790	12/14/1992			Providing educational courses and training services in the field of quality planning and control	1/21/2024	3-204.026-1

QUALITY BENCHMARKS FOR EXECUTIVES	Canada	TMAA432,737	9/2/1994	718788	12/14/1992		Prerecorded video cassette tapes featuring business management; instructional manuals and worksheets for use in video training in the field of business management	1/21/2024	3-204,042 -1
FACILITATING AND LEADING QUALITY IMPROVEMENT TEAMS	Canada	TMAA483,117	9/26/1997	788167	7/20/1995		Educational services, namely conducting seminars and training in the field of business management	9/26/2027	3-204,070 -1
THE QUALITY MINUTES	International Registration (Madrid Protocol) (jointly owned with SmartPros, Ltd.)	949417	12/19/2007	A0010744	12/19/2007	9	Prerecorded CD-ROMs, video tapes and DVDs in the field of business management	12/19/2027	3-204,077 -4
						16	Printed matter, namely, discussion guides for use with prerecorded video tapes and DVDs in the field of business management		
THE QUALITY MINUTES	European Union (Extension of International Reg.) (jointly owned with SmartPros, Ltd.)	949417	12/19/2007	949417	12/19/2007	9	Prerecorded CD-ROMs, video tapes and DVDs in the field of business management	12/19/2027	3-204,077 -5
						16	Printed matter, namely, discussion guides for use with prerecorded video tapes and DVDs in the field of business management		
THE QUALITY MINUTES	United Kingdom (jointly owned with SmartPros, Ltd.)	949417	12/19/2007	UK00800949417	12/19/2007	16	Printed matter, namely, discussion guides for use with prerecorded video tapes and DVDs in the field of business management	12/19/2027	3-204,077 -5-1
BREAKTHROUGH RESULTS	Canada	TMAA492,177	3/31/1998	845686	5/22/1997		prerecorded video cassette tapes in the field of business management; printed matter, namely instructional manuals for training in the field of business management	3/31/2028	3-204,086 -1
JURAN	Canada	TMAA774,495	8/13/2010	1375163	11/30/2007		Prerecorded machine-readable data carriers in the field of business management and quality control	8/13/2025	3-204,119 -1

							Printed matter, namely, books and training materials in the nature of manuals and workbooks, all in the field of business management		
							Consulting services and business planning services in the field of business management and quality control; Educational services, namely, offering and conducting workshops, courses, seminars, conferences, on-site training and online training in the field of business management and quality control		
						9	Prerecorded machine-readable data carriers in the field of business management and quality control		
						16	Printed matter, namely, books and training materials in the nature of manuals and workbooks, all in the field of business management		
						35	Consulting services and business planning services in the field of business management and quality control		3- 204, 119
JURAN	International Registration (Madrid Protocol)	952870	12/13/2007	A0010652	12/13/2007	41	Educational services, namely, offering and conducting workshops, courses, seminars, conferences, on-site training and online training in the field of business management and quality control		
JURAN	European Union (Extension of International Registration)	952870	12/13/2007	952870	12/13/2007	9	Prerecorded machine-readable data carriers in the field of business management and quality control		3- 204, 119
						16	Printed matter, namely, books and training materials in the nature of manuals and workbooks, all in the field of business management		-3

							35	Consulting services and business planning services in the field of business management and quality control		
							41	Educational services, namely, offering and conducting workshops, courses, seminars, conferences, on-site training and online training in the field of business management and quality control		
							9	Prerecorded machine-readable data carriers in the field of business management and quality control		
							16	Printed matter, namely, books and training materials in the nature of manuals and workbooks, all in the field of business management		
JURAN	United Kingdom	952870	12/13/2007	UK0080095287012/13/2007			35	Consulting services and business planning services in the field of business management and quality control	12/13/2027	3-204, 119-3-1
							41	Educational services, namely, offering and conducting workshops, courses, seminars, conferences, on-site training and online training in the field of business management and quality control		
							9	Prerecorded machine-readable data carriers in the field of business management and quality control		
							16	Printed matter, namely, books and training materials in the nature of manuals and workbooks, all in the field of business management		
JURAN	India	2015330	8/27/2010	2015330	8/27/2010		16	Printed matter, namely, books and training materials in the nature of manuals and workbooks, all in the field of business management	2/27/2021	3-204, 121-1
							35	Consulting services and business planning services in the field of business management and quality control		

JURAN'S BREAKTHROUGH FOR QUALITY IMPROVEMENT TEAMS	Canada	TMAA467287	12/09/1996	788165	7/20/1995	16	41	Educational services, namely, offering and conducting workshops, courses, seminars, conferences, on-site training and online training in the field of business management and quality control	Instruction manuals for training in the field of business management.	12/9/2026	
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4.3 Material Unregistered Trademarks.

Juran Global. Sellers do not have other material unregistered trademarks.

5. Domain Names.

1. juran.com
2. getimpro.com
3. getimpro.io
4. get-impro.com
5. juran.net
6. juranhealthcare.com
7. juraninstitute.com
8. juranhealthcare.net
9. juran.org
10. juraninstitute.org
11. juranconsulting.com