

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM743333

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Idea Holdings LLC		07/25/2022	Limited Liability Company: MINNESOTA
RECEIVING PARTY DATA			
Name:	Press Ganey Associates LLC		
Street Address:	1173 Ignition Drive		
City:	South Bend		
State/Country:	INDIANA		
Postal Code:	46601		
Entity Type:	Limited Liability Company: INDIANA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	6225611	PAIRMATRIX	
Serial Number:	97057158	HELLOIGNITE!	
Serial Number:	97236583	FRONTLINE INNOVATION	
CORRESPONDENCE DATA			
Fax Number:	3127155155		
<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:	312-715-5000		
Email:	tm-dept@quarles.com		
Correspondent Name:	Nicole M. Murray		
Address Line 1:	300 N. LaSalle Street, Suite 4000		
Address Line 4:	Chicago, ILLINOIS 60654		
ATTORNEY DOCKET NUMBER:	153586.00448		
NAME OF SUBMITTER:	Nicole M. Murray		
SIGNATURE:	/Nicole M. Murray/		
DATE SIGNED:	07/25/2022		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of the last date written below, by and among **Idea Holdings LLC**, a Minnesota limited liability company located at 1278 Wyncrest Lane, Arden Hills, Minnesota, 55112 ("Assignor"), and **Press Ganey Associates LLC**, an Indiana limited liability company located at 1173 Ignition Drive, South Bend, Indiana, 46601 ("Press Ganey").

WHEREAS, Assignor owns the PAIRMATRIX, HELLOIGNITE! and FRONTLINE INNOVATION marks shown on the attached Schedule A, (the "Trademarks"), and the goodwill of the business in connection therewith; and

WHEREAS, Assignor desires to assign and transfer to Press Ganey, and Press Ganey desires to receive, 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 Press Ganey Assignor's entire right, title, and interest in and to the Trademarks and the goodwill connected therewith. Such assignment shall include, without limitation, all right to sue for past, present, or future infringement thereof, and all income, royalties, damages or payments now and hereafter due and/or payable under any of the foregoing with respect to any of the foregoing, including, without limitation, damages or payments for past or future infringements of any of the foregoing; and the right to sue for past, present and future infringements of any of the foregoing throughout the world.

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

Idea Holdings LLC


By: _____

Name: Devin J. Anderson

Title: General Counsel and Corporate Secretary

Date: July 25, 2022

Press Ganey Associates LLC

By: _____

Name: Devin J. Anderson

Title: General Counsel and Corporate Secretary

Date: July 25, 2022

Schedule A

Mark	U.S. Serial No./ Filing Date	Reg. No. / Reg. Date
PAIRMATRIX	88/771,068 January 23, 2020	6,225,611 December 22, 2020
HELLOIGNITE!	97/057,158 October 2, 2021	N/A
FRONTLINE INNOVATION	97/236,583 January 25, 2022	N/A