

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Winona Group, Inc.		12/31/2000	CORPORATION: MINNESOTA

RECEIVING PARTY DATA	
Name:	Winona Group LLC
Street Address:	8800 N. 22nd Avenue
City:	Phoenix
State/Country:	ARIZONA
Postal Code:	85021
Entity Type:	limited liability company: DELAWARE

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	2577520	RINBOUND
Registration Number:	2326366	CUSTOMER CHOICE
Registration Number:	2149876	KANTAR

CORRESPONDENCE DATA	
Fax Number:	(415)576-0300
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	303-571-4000
Email:	denverteas@townsend.com
Correspondent Name:	Lesley S. Craig
Address Line 1:	Two Embarcadero Center, 8th Floor
Address Line 4:	San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER:	18262-000900
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NAME OF SUBMITTER:	Lesley S. Craig
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Total Attachments: 2
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## NUNC PRO TUNC TRADEMARK ASSIGNMENT

This ASSIGNMENT, effective December 31, 2000, was made by The Winona Group, Inc., a Minnesota corporation, having a business address and situs at 8800 N. 22nd Avenue, Phoenix, Arizona 85021 (hereinafter "ASSIGNOR") to Winona Group LLC, a Delaware limited liability company, having a business address and situs at 8800 N. 22nd Avenue, Phoenix, Arizona 85021 (hereinafter "ASSIGNEE");

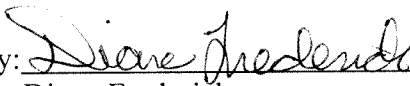
WHEREAS, ASSIGNOR adopted and used or otherwise owned the trademarks shown on Appendix A affixed hereto, including all registrations thereof and all rights to sue and recover for past infringement thereof, and all goodwill associated with the marks, being collectively referred to herein as the "ASSIGNED TRADEMARKS";

WHEREAS, ASSIGNEE and ASSIGNOR wish to transfer record title to the ASSIGNED TRADEMARKS and to execute a document suitable for recordation in the United States Patent and Trademark Office;


NOW THEREFORE, in consideration of Ten Dollars (\$10.00) paid by ASSIGNEE to ASSIGNOR and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR did on the effective date of this assignment grant, assign, transfer, convey and deliver to ASSIGNEE all ASSIGNOR's right, title and interest in, to and under the ASSIGNED TRADEMARKS in the United States, its territories and possessions, together with the goodwill of the business in connection with which the ASSIGNED TRADEMARKS are used.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused this Trademark Assignment to be executed as of the date below written.

**ASSIGNOR:**  
THE WINONA GROUP, INC.

By:   
Diane Frederick  
Senior Executive Vice President, Operations

**ASSIGNEE:**  
WINONA GROUP LLC

By:   
Name: Helen Ong  
Title: Sole Member and Secretary

Date: March 30, 2004

APPENDIX A

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
RINBOUND	2,577,520	June 11, 2002
CUSTOMER CHOICE	2,326,366	March 7, 2000
KANTAR	2,149,876	April 7, 1998

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