



To the Honorable Commission.

102664520

Attached original documents or copy thereof.

1. Name of conveying party(ies):

Ownership Development, Inc.

2-3-04

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 8/21/03

2. Name and address of receiving party(ies)

Name: Benefit Consultants, Inc.

Internal

Address:

Street Address: 1025 East South River Street

City: Appleton State: WI Zip: 54915

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Wisconsin
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2,083,579

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Melissa J. Lee

Internal Address:

Street Address: c/o Neal & McDevitt
1603 Orrington Ave., Suite 2000

City: Evanston State: IL Zip: 60201

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

OPR/FINANCE
FEB -5 AM 7:20

DO NOT USE THIS SPACE

9. Signature.

Melissa J. Lee

Name of Person Signing

Signature

1/29/04

Date

Total number of pages including cover sheet, attachments, and document: 6

02/06/2004 LMUELLER 00000017 2083579

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

01 FC:0521

40.00 DP

ASSIGNMENT

WHEREAS, Ownership Development, Inc., an Ohio corporation, with its principal place of business at 3198 Imrek Drive, Akron, Ohio (“Assignor”), has adopted, owns and is using the marks ESOPS BASICS GAME and the Miscellaneous Design Mark, an image of which is attached hereto as Exhibit A, in connection with the following services: educational services in the field of employee stock ownership plans and business management (collective “the Marks”); and

WHEREAS, Assignor owns federal registrations for the Marks on the Principal Register of the United States Patent and Trademark Office in connection with the services identified therein as follows:

MARK	REG. NO.	DATE OF REG.	SERVICES
ESOPS BASICS GAME	2,083,579	07/29/97	educational services, namely, conducting workshops in the field of employee stock ownership plans and business management
Miscellaneous Design	2,119,063	12/09/97	educational services, namely, conducting workshops in the field of employee stock ownership plans and business management

; and

WHEREAS, Benefit Consultants, Inc., a Wisconsin corporation, with its principal place of business at 1025 East South River Street, Appleton, Wisconsin ("Assignee") desires to acquire the Marks and the above-referenced federal trademark registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill symbolized by the Marks, and the registrations thereof, *nunc pro tunc*, effective as of February 19, 2001.

Ownership Development, Inc.

By: Catherine J. Ivancic
Name: Catherine J. Ivancic
Title: President

Dated: 8/21/03

SUBSCRIBED and SWORN to before me this ____ day of August, 2003.

Barbara J. Love
Notary Public

My Commission Expires June 13, 2004

EXHIBIT A

Image of Miscellaneous Design Mark:

