

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Conversion from Corporation to Limited Liability Company		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Plog Research, Inc.		12/31/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Plog Research, LLC		
Street Address:	2711 Centerville Road		
Internal Address:	Suite 400		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2068159	AMERICAN TRAVELER SURVEY	
Registration Number:	2103012	SURVEY AMERICA	
Registration Number:	2094739	T.R.I.P.S.	
Registration Number:	2094740	TRAVEL TRAK	
CORRESPONDENCE DATA			
Fax Number:	(202)331-4308		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-663-7927		
Email:	tm@sughrue.com, mwhite@sughrue.com		
Correspondent Name:	Cynthia Clarke Weber		
Address Line 1:	2100 Pennsylvania Avenue, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	200458 (CONVERSION)		
NAME OF SUBMITTER:	Cynthia C. Weber		

CH \$115.00 2068159

Signature:	/Cynthia C. Weber/
Date:	10/31/2007
Total Attachments: 4 source=200458 Certificate of Conversion#page1.tif source=200458 Certificate of Conversion#page2.tif source=200458 Certificate of Conversion#page3.tif source=200458 Certificate of Conversion#page4.tif	

Delaware

PAGE 1

The First State

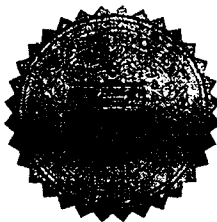
I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "PLOG RESEARCH, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "PLOG RESEARCH, INC." TO "PLOG RESEARCH, LLC", FILED IN THIS OFFICE ON THE THIRTIETH DAY OF DECEMBER, A.D. 2005, AT 3:07 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2005, AT 11:59 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2565189 8100V

051077422



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4421174

DATE: 01-04-06

TRADEMARK
REEL: 003651 FRAME: 0074

STATE OF DELAWARE CERTIFICATE OF CONVERSION FROM A CORPORATION TO A LIMITED LIABILITY COMPANY PURSUANT TO SECTION 18-214 OF THE LIMITED LIABILITY ACT

**PLOG RESEARCH, INC.
CONVERSION TO
PLOG RESEARCH, LLC**

1. The jurisdiction where the Corporation first formed is Delaware.
2. The jurisdiction immediately prior to filing this Certificate is Delaware.
3. The date the corporation first formed is November 28, 1995.
4. The name of the Corporation immediately prior to filing this Certificate is **PLOG RESEARCH, INC.**
5. The name of the Limited Liability Company as set forth in the Certificate of Formation is **PLOG RESEARCH, LLC**
6. The conversion shall be effective December 31, 2005 at 11:59 p.m.

IN WITNESS WHEREOF, the undersigned has executed this Certificate the 30th day of December, A.D. 2005.

PLOG RESEARCH, INC.

By: *Richard Piechowski*

Authorized Person

Name: Richard Piechowski as Assistant Treasurer

Print or Type

State of Delaware
Secretary of State
Division of Corporations
Delivered 03:05 PM 12/30/2005
FILED 03:07 PM 12/30/2005
SRV 051077422 - 2565189 FILE

Delaware

PAGE 2

The First State

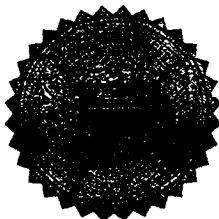
I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "PLOG RESEARCH, LLC" FILED IN THIS OFFICE ON THE THIRTIETH DAY OF DECEMBER, A.D. 2005, AT 3:07 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2005, AT 11:59 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2565189 8100V

051077422



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4421174

DATE: 01-04-06

TRADEMARK
REEL: 003651 FRAME: 0076

**STATE OF DELAWARE
LIMITED LIABILITY COMPANY
CERTIFICATE OF FORMATION**

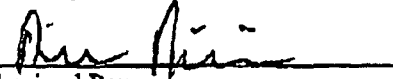
PLOG RESEARCH, LLC

FIRST: The name of the limited liability company is **PLOG RESEARCH, LLC**

SECOND: The address of its registered office in the State of Delaware is 2711 Centerville Road, Suite 400, in the City of Wilmington, County of New Castle, Zip Code 19808. The name of its Registered agent at such address is Corporation Service Company.

THIRD: The formation shall be effective December 31, 2005 at 11:59 p.m.

IN WITNESS WHEREOF, the undersigned has executed this Certificate the 30th day of December, A.D. 2005.

By: 
Authorized Person

Name: Richard Piechowski as Assistant Treasurer
Print or Type

State of Delaware
Secretary of State
Division of Corporations
Delivered 03:05 PM 12/30/2005
FILED 03:07 PM 12/30/2005
SRV 051077422 - 2565189 FILE