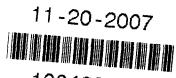
11.19.07

Form PTO-1594 (Rev. 07/05)



U.S. DEPARTMENT OF COMMERCE

OMB Collection 0651-0027 (exp. 6/30/2008)	ed States Patent and Trademark Office
RECC	
TF 103462690	
To the Director of the U. S. Patent and Trademark Office: Plea	se record the aπacricu usuaments or the new address(es) below.
1. Name of conveying party(ies): Ethnometrics Corp. 602 Riverview Drive Benton Harbor, MI 49022	2. Name and address of receiving party(ies) Additional names, addresses, or citizenship attached? No Name: Metrics Services Inc.
☐ Individual(s) ☐ Association ☐ General Partnership ☐ Limited Partnership ☑ Corporation- State: Michigan ☐ Other ☐ Other ☐ Citizenship (see guidelines) Additional names of conveying parties attached? ☐ Yes ☑ No 3. Nature of conveyance)/Execution Date(s): Execution Date(s) November 7, 2007 ☑ Assignment ☐ Merger ☐ Security Agreement ☐ Change of Name ☐ Other ☐ Other	Internal Address: Village Square Center, Unit 13 Street Address: 2616 W. John Beers City: Stevensville State: MI Country: USA Association Citizenship General Partnership Citizenship Limited Partnership Citizenship Corporation Citizenship Delaware Other Citizenship 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)
4. Application number(s) or registration number(s) and	
A. Trademark Application No.(s)	B. Trademark Registration No.(s) 3,042,301
	Additional sheet(s) attached? Yes V No
C. Identification or Description of Trademark(s) (and Filing	Date if Application or Registration Number is unknown):
ETHNOMETRICS	Date if Application of Registration Number is disknown).
5. Name & address of party to whom correspondence concerning document should be mailed: Name: Viad Corp	6. Total number of applications and registrations involved:
Internal Address: Law Department	7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00
Attention: Dianne Shay	Authorized to be charged by credit card
Street Address: 1850 N. Central Avenue, Suite 800	Authorized to be charged to deposit account CE Enclosed
City: Phoenix.	8. Payment Information:
State: AZ Zip: 85004-4545	a. Credit Card Last 4 Numbers
Phone Number: 602 207-5611	Expiration Date
Fax Number: 602 207-5480	b. Deposit Account Number
Email Address: dshay@viad.com	Authorized Wille Fille TACHE 00000027 3042301
9. Signature: Junaluklan	11/15/2007
Signature	Date Combon of pages instuding source
Tina D. Wilcox	Total number of pages including cover sheet, attachments, and document:

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

Name of Person Signing

Schedule 4.2(c)

ASSIGNMENT OF REGISTERED TRADEMARK

This Assignment of Registered Trademark (the "<u>Assignment</u>") is entered into this 7th day of November, 2007 by and between **Ethnometrics Corp.**, a Michigan corporation, with offices at 601 Riverview Drive, Benton Harbor, Michigan 49022 ("<u>Assignor</u>") and **Metrics Services Inc.**, a Delaware corporation with offices at Village Square Center, Unit 13, 2616 W. John Beers, Stevensville, Michigan ("<u>Assignee</u>") (collectively, the "<u>Parties</u>").

Whereas, Assignor is the owner in the United States of the trademark ("Mark") identified as: ETHNOMETRICS, registered in the United States Patent and Trademark Office, Reg. No. 3,042,301, dated January 10, 2006, and claiming first use of August 4, 2004; and

Whereas, Assignee is desirous of acquiring ownership of said Mark pursuant to an Asset Purchase and Sale Agreement dated November 7, 2007 between the Parties, and Assignor wishes to assign the Mark to Assignee;

Now therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the Parties, including but not limited to the execution of the Asset Purchase Agreement between the Parties, the Parties agree as follows:

- 1. Assignor hereby assigns, sells and transfers to Assignee all rights, title and interest in and to the Mark, the goodwill of the business symbolized by the Mark, along with the registration thereof.
- 2. Assignor agrees to assist Assignee, upon request and at Assignee's expense, by taking any reasonable action that may be necessary for the perfecting, securing and completing of this Assignment.
- 3. The covenants contained in this Assignment shall apply to and bind the Parties and their heirs, legal representatives, successors and permitted assigns.

SIGNATURES APPEAR ON THE FOLLOWING PAGE.

TRADEMARK REEL: 003666 FRAME: 0474

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed <u>in</u> duplicate the day and year first above written. **ASSIGNOR: ASSIGNEE:** (print name) (print name) (title) ASSIGNOR'S JURAT State of Georgia

County of De Kalb Subscribed and sworn to before me on this \(\) day of \(\) day of \(\) venture \(\) 2007, by \(\) extended and sworn to before me on the basis of satisfactory evidence to be the person(s) who appeared before me, serving as the President of Assignor and that (s)he signed this document on behalf of Assignor. MY COMMISSION EXPIRES (seal) JULY 25, 2008 DEKALB COUNTY GEORGIA ASSIGNEE'S JURAT State of Nevada

County of Clark Subscribed and sworm to before me on this 5^{th} day of November 2007, by Kevin Rabbitt , generally known to me or proved to me on the basis of

satisfactory evidence to be the person(s) who appeared before me, serving as the

Assignee.

RECORDED: 11/19/2007

of Assignee and that (s)he signed this document on behalf of

TRADEMARK REEL: 003666 FRAME: 0475

(seal)