

11-20-2007



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To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

11.19.07

1. Name of conveying party(ies):

Ethnometrics Corp.
602 Riverview Drive
Benton Harbor, MI 49022

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation- State: Michigan
- 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 _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Metrics Services Inc.

Internal

Address: Village Square Center, Unit 13

Street Address: 2616 W. John Beers

City: Stevensville

State: MI

Country: USA Zip: 49127-1213

- 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 identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

3,042,301

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

ETHNOMETRICS

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

Name: Viad Corp

Internal Address: Law Department

Attention: Dianne Shay

Street Address: 1850 N. Central Avenue, Suite 800

City: Phoenix

State: AZ Zip: 85004-4545

Phone Number: 602 207-5611

Fax Number: 602 207-5480

Email Address: dshay@viad.com

6. Total number of applications and registrations involved:

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7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Tina D. Wilcox

Signature

11/15/2007

Date

Tina D. Wilcox
Name of Person Signing

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

Schedule 4.2(c)

ASSIGNMENT OF REGISTERED TRADEMARK

This Assignment of Registered Trademark (the "Assignment") 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 ("Assignor") and **Metrics Services Inc.**, a Delaware corporation with offices at Village Square Center, Unit 13, 2616 W. John Beers, Stevensville, Michigan ("Assignee") (collectively, the "Parties").

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.

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed in duplicate the day and year first above written.

ASSIGNOR:

ASSIGNEE:

[Signature]
(signature)

[Signature]
(signature)

MARTIN SMITH
(print name)

Kevin Rabbit
(print name)

President
(title)

Partner & CEO
(title)

ASSIGNOR'S JURAT

State of Georgia ss.
County of DeKalb

Subscribed and sworn to before me on this 7 day of November 2007, by Terrence Garry, 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 President of Assignor and that (s)he signed this document on behalf of Assignor.

[Signature]
NOTARY **MY COMMISSION EXPIRES
JULY 25, 2008
DEKALB COUNTY GEORGIA** (seal)

ASSIGNEE'S JURAT

State of Nevada ss.
County of Clark

Subscribed and sworn to before me on this 5th day of November 2007, by Kevin Rabbit, 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 _____ of Assignee and that (s)he signed this document on behalf of Assignee.

[Signature]
NOTARY (seal)