

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crain Communications, Inc.		10/20/2009	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Crain Management Services, Inc.		
Street Address:	1155 Gratiot Avenue		
City:	Detroit		
State/Country:	MICHIGAN		
Postal Code:	48207		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2713468	WORKFORCE OPTIMAS AWARDS	
CORRESPONDENCE DATA			
Fax Number:	(734)995-1777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	734-995-3110		
Email:	trademark@butzel.com		
Correspondent Name:	J. Michael Huget		
Address Line 1:	350 South Main Street		
Address Line 2:	Suite 300		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	18380-03		
NAME OF SUBMITTER:	J. Michael Huget		
Signature:	/J. Michael Huget/		
Date:	11/02/2009		

CH \$40.00 2713468

Total Attachments: 1

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Whereas, Crain Communications, Inc., a Illinois corporation, having its principal place of business at 1155 Gratiot Avenue, Detroit, MI, 48207 (hereinafter referred to as "Assignor"), has registered the mark listed below:

Mark	Reg. No.
WORKFORCE OPTIMAS AWARDS	2713468

Whereas, Crain Management Services, Inc., a Michigan corporation, having its principal place of business at 1155 Gratiot Avenue, Detroit, MI, 48207 (hereinafter referred to as "Assignee"), desires to acquire the Mark listed above;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Mark, together with the good will of the business symbolized by the Mark, and the above-identified registration.

CRAIN COMMUNICATIONS, INC.

By: 
William A. Morrow

Its: Vice President/Operations

Date: October 20, 2009