

TRADEMARK ASSIGNMENT

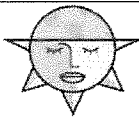
Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KN GRA LLC		11/09/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Knowledge Networks, Inc.		
Street Address:	2100 Geng Road, Suite 210		
City:	Palo Alto		
State/Country:	CALIFORNIA		
Postal Code:	94303		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3732604	CADA CABEZA	
Registration Number:	3732610		
CORRESPONDENCE DATA			
Fax Number:	(650)812-3444		
Phone:	(650) 812-3400		
Email:	jwhite@carrferrell.com, shemandez@carrferrell.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Joi A. White, Esq.		
Address Line 1:	120 Constitution Drive		
Address Line 4:	Menlo Park, CALIFORNIA 94025		
ATTORNEY DOCKET NUMBER:	T-2975 US		
NAME OF SUBMITTER:	Joi A. White		
Signature:	/Joi A. White/		
Date:	11/10/2011		
Total Attachments: 1 source=Trademark Assignment to Knowledge Networks, Inc. (00560090)#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, KN GRA LLC, a Delaware limited liability company with a principal place of business at 2100 Geng Road, Suite 210, Palo Alto, California 94303, is the owner of the following CADA CABEZA, the Cada Cabeza Logo and GARCIA RESEARCH ASSOCIATES trademarks ("Trademarks"):

Mark	Jurisdiction	Reg. No.	Reg. Date
CADA CABEZA	United States	3732604	December 29, 2009
 (Cada Cabeza Logo)	United States	3732610	December 29, 2009
GARCIA RESEARCH ASSOCIATES	United States	N/A	N/A

WHEREAS, Knowledge Networks, Inc., a Delaware corporation with a principal place of business at 2100 Geng Road, Suite 210, Palo Alto, California 94303, is desirous of acquiring said Trademarks, and registrations, and related names and marks,

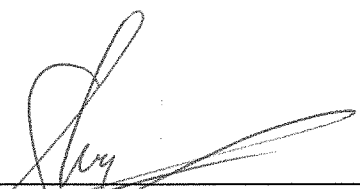
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, KN GRA LLC ("Assignor") does hereby assign unto Knowledge Networks, Inc. ("Assignee") all right, title and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to the Trademarks, and all other names and marks similar to or based upon the Trademarks that Assignor has used ("Collective Marks"); the goodwill of the business associated therewith and symbolized thereby; all registrations and pending applications associated with the Collective Marks (including without limitation those listed above); all rights of priority therein in any jurisdiction of the world as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or in equity, that Assignor has or may have in profits and damages for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect said profits and damages.

The effective date of this Assignment is November 9th, 2011.

KN GRA LLC

Signed at New York, NY

this 9th day of November 2011. By:


 Name: Simon Kayman
 Title: President