

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
Deloitte Consulting LLP		01/11/2013	LIMITED LIABILITY PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA

Name:	Deloitte Touche Tohmatsu
Street Address:	Schutzengasse 1
City:	8001 Zurich
State/Country:	SWITZERLAND
Entity Type:	Verein: SWITZERLAND

PROPERTY NUMBERS Total: 50

Property Type	Number	Word Mark
Registration Number:	3398184	DOBLIN
Registration Number:	3528570	INNOVATION LANDSCAPE
Registration Number:	3623669	TEN TYPES OF INNOVATION
Registration Number:	2574158	ACTION SEGMENTATION
Registration Number:	3850484	ADVOCATE PORTRAIT
Registration Number:	2738644	BRAND INTENT
Registration Number:	3176864	BRANDING FOR RESULTS
Registration Number:	2375107	BRANDMONITOR
Registration Number:	2286083	CONSUMER PORTRAIT
Registration Number:	2283729	CUSTOMER PORTRAIT
Registration Number:	3230442	EXPERIENCE MONITOR
Registration Number:	2317203	GROWTHPATH
Registration Number:	2900110	M2C
Registration Number:	2897464	M2C

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Registration Number:	2847994	MARKETSPACE
Registration Number:	2660939	MARKETSPACE
Registration Number:	2867086	MARKET2CUSTOMER
Registration Number:	4126408	MEMORY MATTERS
Registration Number:	2798690	ADAPTIVE OVERHEAD
Registration Number:	2817809	ADVANTAGE CURVES
Registration Number:	3920132	AFV
Registration Number:	2458330	CONFIGURING FOR ADVANTAGE
Registration Number:	3428031	COST ARCHEOLOGY
Registration Number:	3356324	ECONOMIC VALUE ESTIMATION
Registration Number:	2388137	EVE
Registration Number:	2987702	EXPECTATIONS-BASED MANAGEMENT
Registration Number:	3276833	FASTFORWARD
Registration Number:	3545041	FAULTLINES
Registration Number:	3327300	FUTUREMONITOR
Registration Number:	3310959	GBN
Registration Number:	2643997	GEOMETRY OF COMPETITION
Registration Number:	3400723	GLOBAL BUSINESS NETWORK
Registration Number:	3765942	GROWTH THROUGH INNOVATION
Registration Number:	4067922	HIGH PERFORMANCE BUREAUCRACY
Registration Number:	3518138	INNOVATION MONITOR
Registration Number:	3175324	LATTICE PARTNERS
Registration Number:	2490490	MONITOR COMPANY
Registration Number:	3725924	MONITOR
Registration Number:	4147084	MONITOR BUREAUCRACY INDEX
Registration Number:	3725923	MONITOR GROUP
Registration Number:	3395996	MONITOR TECHNOLOGIES
Registration Number:	3529085	NETWORKSCAN
Registration Number:	3130932	OBSERVATION DECK
Registration Number:	3399543	ORGANIZATIONSCAN
Registration Number:	2787262	ORGANIZING TO WIN
Registration Number:	2978263	PROFITQUEST
Registration Number:	2442994	STRATEGIC CHOICE STRUCTURING
Registration Number:	4089874	STRATEGY LANDSCAPE
Registration Number:	3635760	TEAMADVANTAGE

TRADEMARK

REEL: 004971 FRAME: 0318

3620919

TEAMMONITOR

CORRESPONDENCE DATA

Fax Number: 2128135901

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

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ATTORNEY DOCKET NUMBER:

DTU 1301949

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Mark D. Engelmann

Signature:

/anca nicolescu/

Date:

03/04/2013

Total Attachments: 6

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), is entered into as of January 11, 2013, by and among Deloitte Consulting LLP, a Delaware registered limited liability partnership ("Assignor"), and Deloitte Touche Tohmatsu, a Swiss Verein ("Assignee").

WHEREAS, Assignor acquired the Transferred Trademark Assets (as defined below) pursuant to that certain Asset Purchase Agreement by and among Monitor Company Group Limited Partnership, Global Business Network LLC, Market2Customer LLC, Monitor Company Group International Holdings, LLC, TMC Investors LLC, Monitor company Intl., LLC, Monitor Company Latin America, LLC, Monitor Company Services, LLC, Monitor Company Asia Pacific, LLC, Monitor Group Foreign Government Services LLC, Monitor Group Government Services LLC, Monitor International, Inc., Marketspace LLC, New Strategic Oxygen, LLC, Monitor Institute, LLC, Doblin Inc., Monitor Federal Government Services LLC (collectively, the "Sellers"), certain subsidiaries of Sellers, Assignor and DCSH Limited, dated as of November 7, 2012 (as amended, the "Asset Purchase Agreement") and that certain Trademark Assignment entered into pursuant to the Asset Purchase Agreement, dated as of January 11, 2013;

WHEREAS, Assignor and Assignee have agreed to assign Assignor's legal title in the Transferred Trademark Assets to Assignee for purposes of efficient administration of the Transferred Trademark Assets; provided, that Assignor is retaining an interest in the Transferred Trademark Assets in the form of an exclusive (subject to certain limited exceptions) license for the continued use of the Transferred Trademark Assets in Assignor's territory granted by Assignee to Assignor pursuant to a mutually acceptable license agreement executed as of the date hereof; and

WHEREAS, Assignor and Assignee now desire to hereby effectuate the sale, assignment, transfer, conveyance and delivery to Assignee of the Transferred Trademark Assets.

NOW THEREFORE, in consideration of the foregoing and the representations, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each party, the parties hereto agree as follows:

1. Capitalized Terms. Capitalized terms used herein but not otherwise defined herein shall have the meaning set forth in the Asset Purchase Agreement.

2. Assignment. Assignor hereby sells, assigns, transfers, conveys and delivers to Assignee all of Assignor's right, title and interest in, to and under all Trademarks used in the United States that are included as part of the Business IP (including without limitation, the Trademarks listed on Schedule A hereto) and the goodwill associated therewith and symbolized by the Trademarks, and all claims or causes of action arising out of or related to any infringement, misappropriation or other violation of such Trademarks, including rights to recover for past, present and future violations thereof (collectively, the "Transferred Trademark Assets").

3. Due Authorization. Assignor hereby authorizes Assignee to request, and Assignee hereby requests, that the U.S. Patent and Trademark Office, and any other applicable Governmental Authority, record in the name of Assignee all Trademark registrations and applications for Trademark registration included in the Transferred Trademark Assets and issue in the name of Assignee any and all Trademark registrations from any and all applications for Trademark registration included in the Transferred Trademark Assets.

4. Entire Agreement. This Assignment, and the schedules, exhibits and annexes hereof contain the entire agreement and understanding of the parties hereto with respect to the subject matter hereof and thereof, and supersede all previous written or oral negotiations, commitments, understandings and writings.

5. Governing Law. This Assignment shall be governed, including as to validity, interpretation and effect, by, and construed in accordance with, the internal Laws of the State of Delaware applicable to agreements made and performed within the State of Delaware without regard to conflicts of laws principles thereof.

6. Counterparts. This Assignment may be executed in two (2) or more counterparts, each of which will be deemed an original, but all of which together will constitute one (1) and the same agreement. Any counterpart may be executed by facsimile or electronic portable document format (.pdf) signature and such facsimile or .pdf signature shall be deemed an original.

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IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed as of the date first set forth above.

ASSIGNOR:

DELOITTE CONSULTING LLP

By: _____
Name: Jim Moffatt
Title: Chief Executive Officer

ASSIGNEE:

DELOITTE TOUCHE TOHMATSU

By:  _____
Name: S. Almond
Title: Global Chairman

[Signature Page for Assignment from Deloitte Consulting LLP to Deloitte Touche Tohmatsu]

SCHEDULE A
TRADEMARKS

<u>Trademark</u>	<u>Application Number</u>	<u>Registration Number</u>	<u>Jurisdiction</u>
DOBLIN		3,398,184	US
INNOVATION LANDSCAPE		3,528,570	US
TEN TYPES OF INNOVATION		3,623,669	US
Action Segmentation	75/699,537	2,574,158	US
Advocate Portrait	77/366,894	3,850,484	US
Brand Intent	76/358,647	2,738,644	US
Branding for Results	78/784,566	3,176,864	US
Brandmonitor	75/775,909	2,375,107	US
Consumer Portrait	75/294,849	2,286,083	US
Customer Portrait	75/294,850	2,283,729	US
Employee Portrait		3095940	US
Experience Monitor	78/281,365	3,230,442	US
Growthpath	75/467,125	2,317,203	US
M2C	76/099,958	2,900,110	US
M2C (plus arrow design)	78/323,035	2,897,464	US
MARKETSPACE (design plus words)		2,847,994	US
MARKETSPACE		2,660,939	US
MARKETSPACEU		3,122,267	US
Market2Customer	76/100,205	2,867,086	US
Memory Matters	85/191,891	4,126,408	US
Adaptive Overhead	76/367,180	2,798,690	US

Advantage Curves	76/150,225	2,817,809	US
AFV	77/454,350	3,920,132	US
Configuring for Advantage	75/741,420	2,458,330	US
Cost Archeology	78/432,336	3,428,031	US
Economic Value Estimation (Madrid Base)	78/931,891	3,356,324	US
EVE	75/344,142	2,388,137	US
Expectations-Based Management	76/287,047	2,987,702	US
FastForward (Madrid Base)	78/619,204	3,276,833	US
FaultLines	78/444,391	3,545,041	US
FutureMonitor (Madrid Base)	78/812,012	3,327,300	US
GBN (Madrid Base)	77/070,995	3,310,959	US
Geometry of Competition	76/150,249	2,643,997	US
Global Business Network (Madrid Base)	77/070,993	3,400,723	US
Growth Through Innovation	77/544,460	3,765,942	US
High Performance Bureaucracy	77/941,380	4,067,922	US
Innovation Monitor (Madrid Base)	78/516,682	3,518,138	US
Lattice Partners		3175324	US
Monitor Company	76/095,869	2,490,490	US
Monitor (Madrid Base)	77/070,483	3,725,924	US
Monitor Bureaucracy Index	77/941,416	4,147,084	US
Monitor Group (Madrid Base)	77/070,481	3,725,923	US
Monitor Technologies	78/698,351	3,395,996	US
NetworkScan (Madrid Base)	78/646,013	3,529,085	US

Observation Deck (Madrid Base)	78/490,143	3,130,932	US
OrganizationScan (Madrid Base)	78/646,009	3,399,543	US
Organizing to Win	76/378,875	2,787,262	US
ProfitQuest	78/146,026	2,978,263	US
Strategic Choice Structuring	75/401,493	2,442,994	US
Strategy Landscape	85/197,546	4,089,874	US
TeamAdvantage	77/077,746	3,635,760	US
TeamMonitor	78/636,841	3,620,919	US