

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Teenage Research Unlimited Inc.		04/11/2007	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Research International USA Incorporated		
<b>Street Address:</b>	222 Merchandise Mart Plaza, Suite 275		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60654		
<b>Entity Type:</b>	CORPORATION: ILLINOIS		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1255520	TRU	
Registration Number:	1868524	TEENAGE RESEARCH UNLIMITED	
Registration Number:	1859334	KIDS RESEARCH UNLIMITED	
Registration Number:	2609406	OMNIBUZZ	
Registration Number:	2870560	TRU VIEW	
Registration Number:	2928932	TRENDWATCH	
Registration Number:	2723818	TRU VIEW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2129746924		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
<b>Phone:</b>	2124684800		
<b>Email:</b>	jkatz@dglaw.com		
<b>Correspondent Name:</b>	Jeffrey C. Katz		
<b>Address Line 1:</b>	Davis & Gilbert LLP, 1740 Broadway		
<b>Address Line 4:</b>	New York, NEW YORK 10019		

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**TRADEMARK**  
**REEL: 005024 FRAME: 0587**

ATTORNEY DOCKET NUMBER:	23525-0008-000 (ASG CJH)
NAME OF SUBMITTER:	Jeffrey C. Katz
Signature:	/Jeffrey C. Katz/
Date:	05/09/2013
Total Attachments: 4 source=Assignment TRUI to RIUI 1 Apr 2007#page1.tif source=Assignment TRUI to RIUI 1 Apr 2007#page2.tif source=Assignment TRUI to RIUI 1 Apr 2007#page3.tif source=Assignment TRUI to RIUI 1 Apr 2007#page4.tif	

## TRADEMARK ASSIGNMENT

**THIS TRADEMARK ASSIGNMENT** is entered into as of April 11, 2007 by and between Teenage Research Unlimited, Inc., an Illinois corporation ("Seller"), and Research International USA Incorporated, an Illinois corporation ("Purchaser").

**WHEREAS**, Seller, having its business address at 707 Skokie Boulevard, 7<sup>th</sup> Floor, Northbrook, Illinois 60062 (hereinafter "Assignor"), is the owner of the trademarks and applications, as set forth on the attached Exhibits A and B (the "Marks"); and

**WHEREAS**, Purchaser, having its principal business address at 222 Merchandise Mart Plaza, Suite 275, Chicago, Illinois 60654 (hereinafter "Assignee"), desires to acquire the entire right, title and interest worldwide in and to said Marks, and said application.

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, and its successors and assigns, Assignor's entire right, title and interest in the Marks in the attached Exhibits A and B, and any registrations and renewals thereof, together with the goodwill symbolized by and associated with the business conducted under said Marks, and all income, royalties, damages and payments now or hereafter due or payable in respect thereto, and in and to all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present or future infringement of the rights assigned to Assignee hereunder.

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*Signature Page Follows*

IN WITNESS WHEREOF, this Trademark Assignment has been executed as of the day and year first above written.

("Assignor")

TEENAGE RESEARCH UNLIMITED, INC.

By: 

Name:

Title:

*Peter Collo*  
*President*

("Assignee")

RESEARCH INTERNATIONAL  
USA INCORPORATED

By: \_\_\_\_\_

Name:

Title:

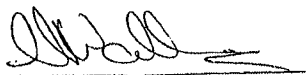
Trademark Assignment Agreement

IN WITNESS WHEREOF, this Trademark Assignment has been executed as of the day and year first above written.

("Assignor")  
TEENAGE RESEARCH UNLIMITED, INC.

("Assignee")  
RESEARCH INTERNATIONAL  
USA INCORPORATED

By: \_\_\_\_\_  
Name:  
Title:

By:   
Name: *Lorna Walters*  
Title: *CEO*

Trademark Assignment Agreement

Exhibit A

(a) Registered Trademarks:

<u>Trademark</u>	<u>Registration Number</u>	<u>Date Registered</u>	<u>Renewal Date</u>
TRU	1,255,520	October 25, 1983	October 25, 2013
Teenage Research Unlimited	1,868,524	December 20, 1994	July 7, 2010
Kids Research Unlimited	1,859,334	October 18, 1994	July 7, 2010
Omnibuzz	2,609,406	August 20, 2002	August 20, 2012
TRU View	2,870,560	August 3, 2004	August 3, 2014
Trendwatch	2,928,932	March 1, 2005	March 1, 2015

(b) Unregistered Trademarks:

<u>Trademarks (unregistered)</u>
The TRU Study
TRU's Coolest Brand Meter
Teen Buying Control (TBC) [Index]
TRU+Plus [Brand Data]
Teen Value Monitor
TRU*Scores