

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

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SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900792003		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
National Research Corporation		07/11/2023	Corporation: WISCONSIN
RECEIVING PARTY DATA			
Name:	Gregory Makoul		
Street Address:	49 Madison Avenue		
City:	Madison		
State/Country:	CONNECTICUT		
Postal Code:	06443		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5726273	WISDOMICS	
Registration Number:	5626354		
CORRESPONDENCE DATA			
Fax Number:	4142974900		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4142712400		
Email:	jhopkins@foley.com		
Correspondent Name:	Richard J. McKenna		
Address Line 1:	777 East Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202-5306		
ATTORNEY DOCKET NUMBER:	044741-0138		
NAME OF SUBMITTER:	Jennifer Hopkins		
SIGNATURE:	/Jennifer Hopkins/		
DATE SIGNED:	09/11/2023		
Total Attachments: 3			
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source=WISDOMICS_and_QUOTE_MARKS_Design_Recordation_Trademark_Assignment.docx#page2.tif			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made effective as of July 11, 2023, by National Research Corporation, a Wisconsin corporation ("Assignor"), and Gregory Makoul, a U.S. individual ("Assignee").

This Assignment provides for the transfer by Assignor to Assignee of the US trademarks identified on the attached Schedule A along with any and all goodwill appurtenant thereto (the "Acquired Trademarks"). This Assignment is made and delivered to provide a document suitable for recordation with the US Trademark Office to evidence the transfer of interest in the Acquired Trademarks.

NOW, THEREFORE, Assignor hereby assigns and transfers to Assignee, and Assignee's successors and assigns, all of Assignor's rights, title and interest in, to and under the Assigned Trademarks, together with its common law rights, goodwill and the business associated with the Assigned Trademarks, and registrations thereof (including, without limitation, all proceeds thereof and the rights to sue for past, present and future infringements and damages), the same to be held and enjoyed by Assignee, for his own use and on behalf of his successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

Assignor agrees to execute and deliver to Assignee, promptly upon request, any additional documents that are reasonably necessary to record or perfect Assignee's interest in, ownership of or title to the Assigned Trademarks, to clear any encumbrances on the Assigned Trademarks, or otherwise give full effect to the purposes of this Assignment.

Assignor authorizes and requests any official in the United States, whose duty it is to register and record ownership in trademark registrations and applications for registration of trademarks, to record Assignee as the assignee and owner of any and all of Assignor's right, title and interest in and to the Assigned Trademarks.

Assignee hereby acknowledges and agrees to all of the terms of this Agreement and accepts the foregoing assignment and assumes and agrees to perform the obligations of Assignor required by the US Trademark Office with respect to the Acquired Trademarks, from and after the date hereof.

Execution Version

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed effective as of the day and year first written above.

National Research Corporation

DocuSigned by:

Kevin Karas

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By: _____

Name: Kevin Karas

Title: Chief Financial Officer

Gregory Makoul


DocuSigned by:

Gregory Makoul

861625F4FC3242E...

By: _____

SCHEDULE A
TRADEMARK REGISTRATIONS

Mark	Application Serial No.	Application Date	Registration No.	Registration Date	Jurisdiction
WISDOMICS	88/071,965	08/09/2018	5726273	04/16/2019	United States
 QUOTE MARKS Design	87/870,773	04/10/2018	5626354	12/11/2018	United States