

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Charles F. Thell</td><td>04/28/2008</td></tr><tr><td>William C. White</td><td>04/28/2008</td></tr><tr><td>Cindy Larson</td><td>04/28/2008</td></tr></tbody></table>		Name	Execution Date	Charles F. Thell	04/28/2008	William C. White	04/28/2008	Cindy Larson	04/28/2008				
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William C. White	04/28/2008												
Cindy Larson	04/28/2008												
RECEIVING PARTY DATA													
<table border="1"><tr><td>Name:</td><td>Key Professional Media, Inc.</td></tr><tr><td>Street Address:</td><td>601 South Second Avenue South</td></tr><tr><td>Internal Address:</td><td>Suite 5200</td></tr><tr><td>City:</td><td>Minneapolis</td></tr><tr><td>State/Country:</td><td>MINNESOTA</td></tr><tr><td>Postal Code:</td><td>55402</td></tr></table>		Name:	Key Professional Media, Inc.	Street Address:	601 South Second Avenue South	Internal Address:	Suite 5200	City:	Minneapolis	State/Country:	MINNESOTA	Postal Code:	55402
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
Fax Number: (612)607-7100 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
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ATTORNEY DOCKET NUMBER:	18386-3002												
NAME OF SUBMITTER:	Robert M. Hirning												
Total Attachments: 4													

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ASSIGNMENT

WHEREAS, We, Charles F. Thell of St. Paul, Minnesota, USA, William C. White of Hopkins, Minnesota, USA, and Cindy Larson of Eden Prairie, Minnesota, USA, have invented and own a certain invention entitled System and Method for Identifying Excellence Within a Profession for which an application has been made for Letters Patent of the United States, said application having been identified in the United States Patent Office by Serial No. 12/109,985, filed April 25, 2008; and

WHEREAS, Key Professional Media, Inc., a corporation organized and existing under the laws of the state of Minnesota, and having its principal offices at 601 Second Avenue South, Suite 5200, Minneapolis, Minnesota 55402, is desirous of acquiring the entire right, title and interest in and to said invention, said application and in, to and under any and all Letters Patent to be obtained therefor;

NOW, THEREFORE, for good and valuable consideration to us in hand paid by said Key Professional Media, Inc., the receipt of which is hereby acknowledged, we have sold, assigned and transferred, and by these presents do hereby sell, assign and transfer unto the said Key Professional Media, Inc., its successors and assigns, our entire right, title and interest in and to said invention, said application and the Letters Patent, both foreign and domestic, that may or shall issue, including all of our rights under the International Convention, and we do hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to the above-mentioned assignee in accordance herewith.

We hereby authorize the above-mentioned assignee, its successors and assigns or anyone it may properly designate, to insert in this instrument the filing date and Serial Number of said application when ascertained.

We further authorize said assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent, in its own name if desired, in any and all foreign countries, and additionally to claim the filing date of said United States application and/or otherwise take advantage of the provisions of the International Convention.

Upon said consideration, we do hereby covenant and agree with the said assignee, its successors and assigns, that we will not execute any writing or do any act whatsoever conflicting with these presents, and that we or our executors or administrators will at any time upon request, without further or additional consideration, but at the expense of said assignee, its successors and assigns, execute such additional writings and do such additional acts as said assignee, its successors and assigns, may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuation, reissued or extended Letters Patent of the United States, or of any and all foreign countries on said invention, and in enforcing any rights, occurring as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents.

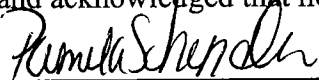
In witness whereof, we have hereunto set our hands and affixed our seals.

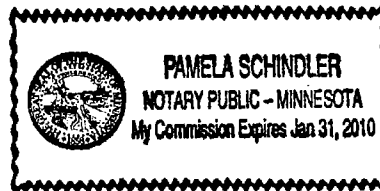
Date: Apr. 1 28, 2008


Charles F. Thell

STATE OF MINNESOTA)
) ss.
COUNTY OF)

On this 28th day of April, 2008, before me personally appeared Charles F. Thell, to me known to be the person described in and who executed the foregoing instrument and acknowledged that he executed the same as his free act and deed.


Notary Public



In witness whereof, we have hereunto set our hands and affixed our seals.

Date: 4/28/08

Cindy Larson
Cindy Larson

STATE OF MINNESOTA)
) ss.
COUNTY OF)

On this 28th day of April, 2008, before me personally appeared Cindy Larson, to me known to be the person described in and who executed the foregoing instrument and acknowledged that he executed the same as his free act and deed.

Pamela Schindler
Notary Public

