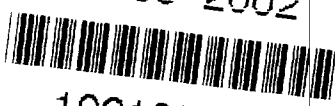


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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please send original documents or copy thereof.

1. Name of conveying party(ies): McLeodUSA Market Response, Inc. [] Individual(s) [] Association [] General Partnership [] Limited Partnership [X] Corporation-State [] Other Additional name(s) of conveying party(ies) attached? [] Yes [] No

2. Name and address of receiving party(ies) Name: RuffaloCody, Inc. Internal Address: Town Centre, Suite 10 Street Address: 221 Third Avenue S.E. City: Cedar Rapids State: IA Zip: 52401 [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [X] Corporation-State Iowa [] Other If assignee is not domiciled in the United States, a domestic representative designation is attached: [] Yes [] No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? [] Yes [] No

3. Nature of conveyance: [X] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: July 19, 2002

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 75/757394 B. Trademark Registration No.(s) 1838820; 1992581; 2210843; 2210844 Additional number(s) attached [] Yes [X] No

6. Total number of applications and registrations involved: 5

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Matthew J. Krigbaum Internal Address: % Moyer & Bergman, P.L.C. Street Address: 2720 First Avenue N.E. City: Cedar Rapids State: IA Zip: 52402

7. Total fee (37 CFR 3.41) \$ 140.00 [X] Enclosed [] Authorized to be charged to deposit account

8. Deposit account number: N/A

DO NOT USE THIS SPACE

9. Signature: Matthew J. Krigbaum Name of Person Signing

Signature: [Handwritten Signature]

Date: 7/29/02

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

08/08/2002 RAHMED1 00000074 75757394 01 FC:484 02 FC:482 40.00 OP 100.00 OP

TRADEMARK REEL: 002558 FRAME: 0918

TRADEMARK ASSIGNMENT

WHEREAS, McLeodUSA Market Response, Inc., f/k/a Ruffalo Cody & Associates, Inc. (the "Assignor"), an Iowa corporation with its principal place of business at 6400 C Street S.W., Cedar Rapids, Iowa 52404, has adopted, used, is using, or has filed and will use the marks set forth on Attachment A, which is incorporated herein by this reference (the "Marks"), some of which have been registered with, or an application for registration has been filed with, the U.S. Patent and Trademark Office; and

WHEREAS, Ruffalo Cody, Inc. (the "Assignee"), an Iowa corporation with its principal place of business at Town Centre, Suite 10, 221 Third Avenue S.E., Cedar Rapids, Iowa 52401, has purchased a substantial number of assets from the Assignor, and is now desirous of acquiring the trademarks and service marks associated with those assets; and

WHEREAS, the Assignor desires to assign to the Assignee and to confirm the assignment of the Marks for purposes of filing the same with the U.S. Patent and Trademark Office and other appropriate governmental offices;

NOW, THEREFORE, for good and valuable consideration, the receipt, adequacy and sufficiency of which is hereby acknowledged, Assignor has sold, transferred, assigned and delivered, and does hereby sell, transfer, assign, and deliver to Assignee, effective as of the Effective Date set forth below, all right, title and interest in and to the Marks, together with the goodwill of the business connected therewith and symbolized by such Marks, as well as all rights to damages or profits, due or accrued, arising out of past infringement of such Marks or injury to the goodwill and the right to sue for and recover the same in Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed on behalf of this Assignor by its duly authorized officer as of the Effective Date stated below.

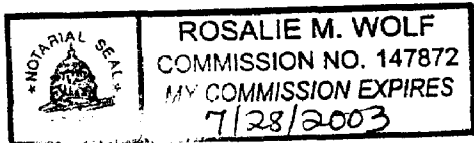
EFFECTIVE DATE: November 16, 2001.

MCLEODUSA MARKET RESPONSE, INC.

By *Randall Rings*
Randall Rings, Secretary, Vice President
and General Counsel

STATE OF IOWA)
) ss:
COUNTY OF LINN)

This instrument was acknowledged before me on this 19th day of July, 2002, by Randall Rings as Secretary, Vice President and General Counsel of McLeodUSA Market Response, Inc.



Rosalie M. Wolf
Notary Public in and for the State of Iowa

ATTACHMENT A

ASSIGNED TRADEMARKS

The following trademarks and service marks are assigned, according to the Assignment dated November 16, 2001, by the Assignor, McLeodUSA Market Response, Inc., f/k/a Ruffalo Cody & Associates, Inc., to the Assignee, Ruffalo Cody, Inc.

<u>Mark</u>	<u>Serial No./Reg. No.</u>
CUSTOMCALL	75/757394
CAMPUSCALL	1838820
CAMPUSCALL	1992581
MEMBERCALL	2210843
MEMBERCALL	2210844
RUFFALO CODY	All Common Law Rights