

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |                                     |
|----------------------------------|--|-----------------------|-------------------------------------|
| SUBMISSION TYPE:                 | NEW ASSIGNMENT   |                       |                                     |
| NATURE OF CONVEYANCE:            | 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>                  |
| MSInteractive, L.L.C.            |  | 04/23/2009            | LIMITED LIABILITY COMPANY: MICHIGAN |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                                     |
| <b>Name:</b>                     | Market Strategies, Inc.  |                       |                                     |
| <b>Street Address:</b>           | 20255 Victor Parkway   |                       |                                     |
| <b>Internal Address:</b>         | Suite 400  |                       |                                     |
| <b>City:</b>                     | Livonia  |                       |                                     |
| <b>State/Country:</b>            | MICHIGAN   |                       |                                     |
| <b>Postal Code:</b>              | 48152  |                       |                                     |
| <b>Entity Type:</b>              | CORPORATION: MICHIGAN  |                       |                                     |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                                     |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                                     |
| Registration Number:             | 2831301  | PERCEPTION ANALYZER   |                                     |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                                     |
| <b>Fax Number:</b>               | (734)662-9559  |                       |                                     |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                                     |
| <b>Phone:</b>                    | 734-662-4426   |                       |                                     |
| <b>Email:</b>                    | apatti@hooperhathaway.com  |                       |                                     |
| <b>Correspondent Name:</b>       | Anthony P. Patti   |                       |                                     |
| <b>Address Line 1:</b>           | 126 S. Main  |                       |                                     |
| <b>Address Line 4:</b>           | Ann Arbor, MICHIGAN 48104  |                       |                                     |
| <b>ATTORNEY DOCKET NUMBER:</b>   | MSI #149   |                       |                                     |
| <b>NAME OF SUBMITTER:</b>        | Anthony P. Patti   |                       |                                     |
| <b>Signature:</b>                | /Anthony P. Patti/   |                       |                                     |

OP \$40.00 2831301

Date:

06/04/2009

Total Attachments: 1

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**ASSIGNMENT OF REGISTERED TRADEMARK**

WHEREAS, MSINTERACTIVE, L.L.C., ("MSINTERACTIVE") a Michigan limited liability company having its principal offices at 20255 Victor Parkway, Suite 400, Livonia, Michigan 48152 is the owner of the trademark "PERCEPTION ANALYZER" which is registered in the United States Patent and Trademark Office, Registration No. 2831301, dated April 13, 2004 (the "Trademark"); and

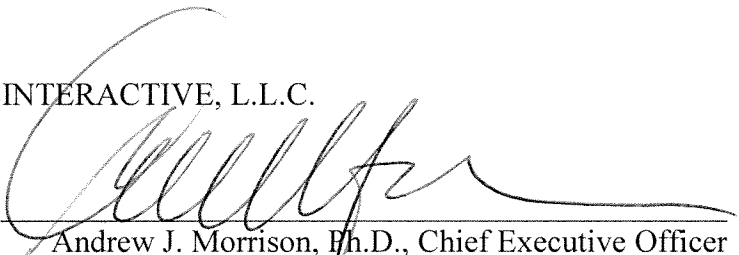
WHEREAS, MARKET STRATEGIES, INC. ("MSI"), a Michigan corporation having its principal offices at 20255 Victor Parkway, Suite 400, Livonia, Michigan 48152 is desirous of acquiring 100% of MSINTERACTIVE's interest in the Trademark, and MSINTERACTIVE is desirous of assigning to MSI 100% of its interest in the Trademark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. MSINTERACTIVE does hereby assign unto MSI all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the above identified registration thereof.

MSINTERACTIVE, L.L.C.

By:



Andrew J. Morrison, Ph.D., Chief Executive Officer of MARKET STRATEGIES, INC., sole Member of MSINTERACTIVE, L.L.C.

Date: May 26, 2006

STATE OF MICHIGAN )  
 ) ss  
COUNTY OF )

The foregoing instrument was acknowledged before me this 23rd day of April, 2009 by Andrew J. Morrison, Ph.D., the Chief Executive Officer of MARKET STRATEGIES, INC., sole Member of MSINTERACTIVE, L.L.C. a Michigan limited liability company, on behalf of the limited liability company.

Mary Beth Marino  
Mary Beth Marino, Notary Public  
Wayne County, Michigan  
My commission expires: 11-01-2011

