

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|-----------------------|--------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT |
| EFFECTIVE DATE: | 02/29/2008 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------------------|----------|----------------|-----------------------|
| Data Advantage, INC LLC | | 03/04/2013 | CORPORATION: KENTUCKY |

RECEIVING PARTY DATA

| | |
|-----------------|------------------------------|
| Name: | Press Ganey Associates, Inc. |
| Street Address: | 404 Columbia Place |
| City: | South Bend |
| State/Country: | INDIANA |
| Postal Code: | 46601 |
| Entity Type: | CORPORATION: INDIANA |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------------|---------|----------------|
| Registration Number: | 3215070 | DATA ADVANTAGE |

CORRESPONDENCE DATA

Fax Number: 8668429518
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Phone: 312-267-2063
 Email: mlal@pressganey.com
 Correspondent Name: Manuj Lal
 Address Line 1: 404 Columbia Place
 Address Line 4: South Bend, INDIANA 46601

| | |
|--------------------|-------------|
| NAME OF SUBMITTER: | Manuj Lal |
| Signature: | /Manuj Lal/ |
| Date: | 03/05/2013 |

Total Attachments: 3
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OP \$40.00 3215070

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made between DATA ADVANTAGE, LLC., a former Kentucky limited liability company (“Data Advantage”) having its former principal offices at 1515 Story Avenue, Louisville, Kentucky 40206, and PRESS GANEY ASSOCIATES INC. (“Press Ganey”), an Indiana corporation having its principal offices at 404 Columbia Place, South Bend, Indiana 46601. DATA ADVANTAGE had adopted, used, and is the owner of the following trademarks (“the Trademarks”) for which the following registrations are maintained in the United States Patent and Trademark Office:

| <i>Trademark</i> | <i>Registration No.</i> | <i>Reg. Date</i> |
|------------------|-------------------------|------------------|
| DATA ADVANTAGE | 3,215,070 | March 6, 2007 |

WHEREAS, pursuant to the acquisition of DATA ADVANTAGE by PRESS GANEY, Assignor hereby assigns all intellectual property rights, all rights to the trademark, and all goodwill in the trademark, to Assignee, including the right to sue for past infringement, *nunc pro tunc*, effective FEBRUARY 29, 2008 (“Effective Date”).

NOW THEREFORE, in consideration of good and valuable consideration given and received, the receipt and adequacy of which are hereby acknowledged, the Assignor assigns, transfers, and conveys to the Assignee, its successors, assigns or legal representatives, all right, title and interest, worldwide, in and to the trademark therefore, which the Assignor has acquired through such use, together with the goodwill of any and all business carried on in association with and symbolized by the Trademarks and said application to register the Trademarks including without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the trademark, with the right to sue for, and collect the same for Assignee’s own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

AND the Assignor, on behalf of itself, its successors, assigns and legal representatives, hereby covenants and agrees, without further consideration, to do all such lawful acts and things and to execute such further lawful assignments, documents, assurances, applications and other instruments as reasonably may be required by the Assignee, its successors, assigns or legal representatives, to obtain any and all registrations or renewals for the Trademarks and to vest the same in the Assignee, its successors, assigns or legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed by their respective duly authorized representatives as of the Effective Date.

ASSIGNOR

By: 

Paul Worland
VP & Secretary
Data Advantage, LLC.

ASSIGNEE

By: _____

Eileen Kamerick
Chief Financial Officer & Treasurer
Press Ganey Associates, Inc.

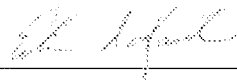
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ASSIGNOR

By: _____
Paul Worland
VP & Secretary
Data Advantage, LLC.

ASSIGNEE

By:  _____
Eileen Kamerick
Chief Financial Officer & Treasurer
Press Ganey Associates, Inc.