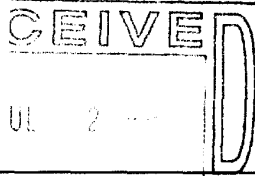


07-13-1998



100762117



Attorney Docket No. 17234-000900

FORM PTO-1594  
1-31-92

*MRO 7-2-98*

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
Patents and Trademark Office

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): THE POLK COMPANY</p> <p><input type="checkbox"/> Individual(s)                      <input type="checkbox"/> Association  <input type="checkbox"/> General Partnership              <input type="checkbox"/> Limited Partnership  <input checked="" type="checkbox"/> Corporation-State  <input type="checkbox"/> Other:</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies): Name:                      LOOKING GLASS, INC. Internal Address: 1624 MARKET STREET, SUITE 311 Street Address: 1624 MARKET STREET, SUITE 311 City: DENVER    State: CO    ZIP: 80202</p> <p><input type="checkbox"/> Individual(s) citizenship:  <input type="checkbox"/> Association  <input type="checkbox"/> General Partnership  <input type="checkbox"/> Limited Partnership  <input checked="" type="checkbox"/> Corporation-State:              COLORADO  <input type="checkbox"/> Other:</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designation must be a separate document from Assignment)</p> <p>Additional name(s) &amp; address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment                      <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement              <input type="checkbox"/> Change of Name  <input type="checkbox"/> Other:</p> <p>Execution Date: AUGUST 11, 1997</p>	
<p>4. Application number(s) or registration number(s). A. Trademark Application No.(s)</p>	<p>B. Trademark Registration No.(s) 1,797,259</p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>5. Name and address of party to whom correspondence concerning document should be mailed: Name: LESLEY S. CRAIG TOWNSEND and TOWNSEND and CREW LLP Two Embarcadero Center, 8th Floor San Francisco, California 94111-3834 (303) 571-4000</p>	<p>6. Total number of applications and registrations involved: <input type="text" value="1"/></p> <p>7. Total fee (37 CFR 3.41):..... \$ 40.00</p> <p><input type="checkbox"/> Enclosed    <input checked="" type="checkbox"/> Charge Fees to Deposit Account  <input checked="" type="checkbox"/> Charge any additional fees associated with this paper or during the pendency of this application, or credit any overpayment, to deposit account</p> <p>8. Deposit account number: 20-1430</p>

DO NOT USE THIS SPACE

07/10/1998 TTOM11 00000194 201430 1797259

01 FC:501 40.00 CH

9. Statement and signature.

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

LESLEY S. CRAIG  
Name of Person Signing

*Lesley S. Craig*  
Signature

6-28-98  
Date

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

10. Change Correspondence Address to that of Part 5?  Yes  No

OMB No. 0651-0011 (exp. 4/94)

Mail documents to be recorded with required cover sheet information to:

Do not detach this portion

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231



1621 18th Street  
Denver, CO 80202-1211  
303.292.5000

### TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective May 22, 1997, is made by **THE POLK COMPANY** (hereinafter the "Assignor"), a Delaware corporation, having a business address at 1621 Eighteenth Street, Denver, Colorado 80202 to **LOOKING GLASS, INC.** (hereinafter the "Assignee"), a Colorado corporation having a business address at 1624 Market Street, Suite 311, Denver, Colorado 80202.

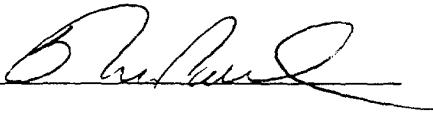
WHEREAS, Assignor adopted and used the trademark "COHORTS" inter alia, for marketing services, and obtained U.S. Trademark Registration No. 1,797,259 for "COHORTS", issued October 5, 1993, for use in conjunction with compilation of demographic, lifestyle and/or behavioral data of potential consumers, and segmentation and distribution of such data;

WHEREAS, Assignee wishes to acquire, and Assignor wishes to transfer all right, title and interest in and to "COHORTS", including all rights in U.S. Registration No. 1,797,259;

NOW THEREFORE, in consideration of Ten Dollars (\$10.00) paid by Assignee to Assignor and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees to grant, assign, transfer, convey and deliver to Assignee all of Assignor's right, title and interest in, to and under the name and mark COHORTS, together with the goodwill of the business symbolized by the mark and the above identified registration thereof.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed as of the date written below.

THE POLK COMPANY

By   
Print  
Name Sheri Lewis Paul  
Title Vice President, Affiliate Sales  
Date August 11, 1997



1621 18th Street  
Denver, CO 80202-1211  
303.292.5000

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NOW THEREFORE, in consideration of Ten Dollars (\$10.00) paid by Assignee to Assignor and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees to grant, assign, transfer, convey and deliver to Assignee all of Assignor's right, title and interest in, to and under the name and mark COHORTS, together with the goodwill of the business symbolized by the mark and the above identified registration thereof.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed as of the date written below.

THE POLK COMPANY

By   
Print

Name Sheri Lewis Paul

Title Vice President, Affiliate Sales

Date August 11, 1997