



07-31-1998

RECORDED
MPL 7/31/98
Commissioner of Patents and Trademarks

08-20-1998



100799873

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

Original documents or copy hereof.

1. Name of conveying party(ies):
Yankelovich Partners Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Delaware
 Other _____

Additional name(s) of conveying party(ies) attached Yes No

2. Name and address of receiving party(ies):
Name: Cyber Dialogue Inc.
Address: _____
304 Hudson Street
City: New York State: NY Zip: 10013

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Delaware
 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) & addresses attached?
 Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: July 27, 1998

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s).
2,038,908

Additional Numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Andrew N. Fredbeck
 Internal Address: Fross Zelnick Lehrman & Zissu, P.C.
 Street Address: 633 Third Ave.
 City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:..... 1

7. Total fee (37 CFR 3.41) \$40.00
 Enclosed
 Authorized to be charged to deposit account
 (Only if total fee is not sufficient)

8. Deposit account number:
23-0825-0576900

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Andrew N. Fredbeck
Name of Person Signing

[Signature]
Signature

7/31/98
Date

Total number of pages comprising cover sheet: _____

1998 JMR/KINS 0008144 2038908

ASSIGNMENT

WHEREAS, Yankelovich Partners Inc., a Delaware corporation, located and doing business at 101 Merritt 7 Corporate Park, Norwalk, Connecticut 06851 ("Assignor"), is the owner of the following trademark now registered in the United States:

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>DATE OF REGISTRATION</u>
CYBERCITIZEN	2,038,908	February 18, 1997

WHEREAS, Cyber Dialogue Inc., a Delaware corporation, located and doing business at 304 Hudson Street, 6th Floor, New York, New York 10013 ("Assignee"), is desirous of acquiring said registered trademark and all associated goodwill in said trademark; and

WHEREAS, to the best of Assignor's knowledge no proceedings to cancel the registration are pending and no other party makes a claim of ownership to this registration;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark and the above-named registration therefor, together with the goodwill of the business symbolized by said trademark, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademark.

YANKELOVICH PARTNERS INC.

Date: 7/29/98

By: 

Name: John S. Struck

Title: Vice President

TRADEMARK



07-31-1998

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JUL 31 1998

Assistant Commissioner for
Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

Attn: Assignment Branch

"Express Mail" mailing label no. 436 947 463
Date of Deposit 7/31/98

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513

Andrew N. Fredbeck
(Printed name of person mailing paper or fee)

(Signature)

Re: Recordal of Assignment against U.S. Trademark
Reg. No. 2038908 for CYBERCITIZEN
From: Yankelovich Partners Inc.
To : Cyber Dialogue Inc.
(Our Ref: CYBD USA TA-98/02873)

Dear Sirs:

Please record the enclosed assignment document against the above U.S. trademark registration.

For this purpose we enclose the following:

- 1. Trademark Assignment
- 2. Our check in the amount of \$40.00 for filing fees
- 3. Recordation form cover sheet

Should the enclosed fee be insufficient, or should any additional fees be required in future in connection with this registration, please charge our deposit Account No. 23-0825-0576900 with any deficiency.

We look forward to receiving confirmation that the assignment has been duly recorded.

Respectfully submitted,

Andrew N. Fredbeck

ANF/PB
Enclosure

15-05a I:\HOME\PEOISSON\DOCS\CYBD