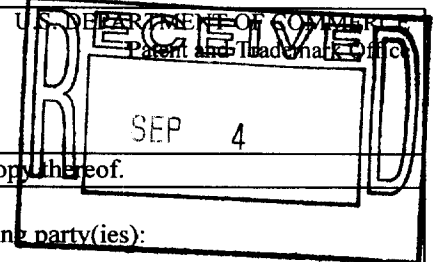




100825901



To the Assistant Commissioner for Trademarks. 100825901 Attached original documents or copies thereof.

1. Name of conveying party(ies):

MRD  
9-4-98

The Dun & Bradstreet Corporation

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

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

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other: \_\_\_\_\_

Execution Date: June 15, 1998

2. Name and address of receiving party(ies):

Name: The New Dun & Bradstreet Corporation

Internal Address:

Street Address: One Diamond Hill Road

City: Murray Hill State: New Jersey Zip: 07974

- 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) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

- 1. 850622
- 2. 852945
- 3. 1831624
- 4. 852926 (see attached)

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: LEYDIG, VOIT & MAYER, LTD.  
Attention: Lynn A. Sullivan  
Internal address:  
Street Address: 180 North Stetson  
Two Prudential Plaza, Suite 4900

City: Chicago State: IL Zip: 60601

6. Total number of applications and registrations involved: ..... 56

7. Total Fee (37 CFR 3.41) ..... \$ 1415.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 12-1216  
(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.*

Lynn A. Sullivan  
Name of Person Signing

Lynn A. Sullivan

Date Sept. 2, 1998

Total number of pages including cover sheet, attachments, and document: 10

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

U.S. Patent and Trademark Office  
Office of Public Records  
Crystal Gateway 4, Rm. 335  
Washington D.C. 20231

TRADEMARK  
REEL: 1785 FRAME: 0034

09/11/1998 PATENT 00000032 850622  
40.00  
1375.00  
01 FC:481  
03 FC:482

Form PTO-1594 Recordation Form Cover Sheet  
Trademark Registration Nos. Continued  
Page 2 of 2

5.	1979863	31.	1252412
6.	1771389	32.	828011
7.	1447410	33.	1256342
8.	1166485	34.	1286365
9.	1831561	35.	1160305
10.	1764801	36.	1160306
11.	784165	37.	1140963
12.	1694779	38.	1779333
13.	823124	39.	1772606
14.	852770	40.	1533584
15.	852946	41.	1312768
16.	853388	42.	1714275
17.	1853867	43.	1203895
18.	1746071	44.	1703705
19.	531159	45.	1423393
20.	1733472	46.	1332530
21.	1816241	47.	1325128
22.	1994272	48.	1671407
23.	1208195	49.	1355745
24.	1728373	50.	1216984
25.	1648300	51.	1440165
26.	1652564	52.	1439612
27.	1157573	53.	1455733
28.	1660219	54.	1733023
29.	1570182	55.	1372952
30.	1264444	56.	1832902

## ASSIGNMENT OF TRADEMARKS

Whereas, The Dun & Bradstreet Corporation, a Delaware corporation, having its principal offices at One Diamond Hill Road, Murray Hill, New Jersey 07974 (Assignor), has adopted, used, is using and is the owner of trademarks in the United States including, but not limited to, those registrations and applications on Schedule A attached hereto;

Whereas, The New Dun & Bradstreet Corporation (Assignee), a Delaware corporation, having its principal place of business at One Diamond Hill Road, Murray Hill, New Jersey 07974, is desirous of acquiring the rights to said trademarks;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said trademarks, together with the goodwill of the business symbolized by said trademarks and the applications and registrations on Schedule A attached hereto, including all common-law and other rights in said trademarks, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said trademarks and the applications and registrations thereof prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on the 15 day of June, 1998.

The Dun & Bradstreet Corporation

Nancy L. Henry

By: Nancy L. Henry

Title: Senior Vice President

INTELLECTUAL PROPERTYI. TRADEMARKS1. D & B

Serial No.: 72/261053  
Reg. No.: 850622  
Reg. Date: June 11, 1968

2. D & B

Serial No.: 72/260030  
Reg. No.: 852945  
Reg. Date: July 16, 1968

3. D & B

Serial No.: 74/399526  
Reg. No.: 1831624  
Reg. Date: April 19, 1994

4. D & B

Serial No.: 72/260031  
Reg. No.: 852926  
Reg. Date: July 16, 1968

5. D & B ALERT SERVICES

Serial No.: 74/709379  
Reg. No.: 1979863  
Reg. Date: June 11, 1996

6. D & B REPORTS

Serial No.: 74/260887  
Reg. No.: 1771389  
Reg. Date: May 18, 1993

7. D & B LOGO  
Serial No.: 73/617339  
Reg. No.: 1447410  
Reg. Date: July 14, 1987

8. D & B LOGO  
Serial No.: 73/241080  
Reg. No.: 1166485  
Reg. Date: August 25, 1981

9. D & B LOGO  
Serial No.: 74/400398  
Reg. No.: 1831561  
Reg. Date: April 19, 1994

10. D&B EXPRESS  
Serial No.: 74/171953  
Reg. No.: 1764801  
Reg. Date: April 13, 1993

11. D-U-N-S  
Serial No.: 72/170994  
Reg. No.: 784165  
Reg. Date: January 26, 1965

12. DELIVERING INFORMATION THAT DELIVERS RESULTS  
Serial No.: 74/165791  
Reg. No.: 1694779  
Reg. Date: June 16, 1992

13. DMI  
Serial No.: 72/234118  
Reg. No.: 823124  
Reg. Date: January 24, 1967

14. DUN & BRADSTREET  
Serial No.: 72/260032  
Reg. No.: 852770  
Reg. Date: July 16, 1968
15. DUN & BRADSTREET  
Serial No.: 72/260034  
Reg. No.: 852946  
Reg. Date: July 16, 1968
16. DUN & BRADSTREET  
Serial No.: 72/260033  
Reg. No.: 853388  
Reg. Date: July 23, 1968
17. DUN & BRADSTREET  
Serial No.: 74/401631  
Reg. No.: 1853867  
Reg. Date: September 13, 1994
18. DUN & BRADSTREET  
Serial No.: 74/276043  
Reg. No.: 1746071  
Reg. Date: January 12, 1993
19. DUN'S  
Serial No.: 71/551873  
Reg. No.: 531159  
Reg. Date: September 26, 1950
20. DUN'S AMERICAN EXECUTIVE REGISTRY  
Serial No.: 74/182311  
Reg. No.: 1733472  
Reg. Date: November 17, 1992

21. DUN'S BUSINESS LOCATOR
- Serial No.: 74/305764  
Reg. No.: 1816241  
Reg. Date: January 11, 1994
22. DUN'S BUSINESSLINE
- Serial No.: 74/305742  
Reg. No.: 1994272  
Reg. Date: August 20, 1996
23. DUN'S CENSUS OF AMERICAN BUSINESS
- Serial No.: 73/243775  
Reg. No.: 1208195  
Reg. Date: September 14, 1982
24. DUN'S DESKTOP MARKETING SYSTEM
- Serial No.: 74/145497  
Reg. No.: 1728373  
Reg. Date: October 27, 1992
25. DUN'S DIRECT ACCESS
- Serial No.: 74/013733  
Reg. No.: 1648300  
Reg. Date: June 18, 1991
26. DUN'S FILESWEEP
- Serial No.: 74/082210  
Reg. No.: 1652564  
Reg. Date: July 30, 1991
27. DUN'S FINANCIAL PROFILES
- Serial No.: 73/227736  
Reg. No.: 1157573  
Reg. Date: June 9, 1981

28.            DUN'S GEOCONNECT
- Serial No.:            74/104340  
Reg. No.:              1660219  
Reg. Date:             October 8, 1991
29.            DUN'S INSIGHT
- Serial No.:            73/785607  
Reg. No.:              1570182  
Reg. Date:             December 5, 1989
30.            DUN'S MAP
- Serial No.:            73/401336  
Reg. No.:              1264444  
Reg. Date:             January 17, 1984
31.            DUN'S MARKET ANALYSIS PROFILE
- Serial No.:            73/314596  
Reg. No.:              1252412  
Reg. Date:             September 27, 1983
32.            DUN'S MARKET IDENTIFIERS
- Serial No.:            72/234119  
Reg. No.:              828011  
Reg. Date:             April 25, 1967
33.            DUN'S MULTINATIONAL FAMILIES
- Serial No.:            73/315683  
Reg. No.:              1256342  
Reg. Date:             November 1, 1983
34.            DUN'S QUEST
- Serial No.:            73/422236  
Reg. No.:              1286365  
Reg. Date:             July 7, 1984



35.            DUN-BANK
- Serial No.:            73/238239  
                 Reg. No.:                1160305  
                 Reg. Date:               July 7, 1981
36.            DUN-TRADE
- Serial No.:            73/238251  
                 Reg. No.:                1160306  
                 Reg. Date:               July 7, 1981
37.            DUNS DIAL
- Serial No.:            73/204648  
                 Reg. No.:                1140963  
                 Reg. Date:               October 28, 1980
38.            DUNS EZ-LINK
- Serial No.:            74/305743  
                 Reg. No.:                1779333  
                 Reg. Date:               June 29, 1993
39.            DUNS LEGAL SEARCH
- Serial No.:            74/062448  
                 Reg. No.:                1772606  
                 Reg. Date:               May 18, 1993
40.            DUNS TEAMMATE
- Serial No.:            73/708544  
                 Reg. No.:                1533584  
                 Reg. Date:               April 4, 1989
41.            DUNS VOICE
- Serial No.:            73/462005  
                 Reg. No.:                1312768  
                 Reg. Date:               January 1, 1985

42.            DUNSAVER  
  
Serial No.:            74/145144  
Reg. No.:             1714275  
Reg. Date:            September 8, 1992

43.            DUNSCITE  
  
Serial No.:            73/299407  
Reg. No.:             1203895  
Reg. Date:            August 3, 1982

44.            DUNSDEMANDS  
  
Serial No.:            74/190602  
Reg. No.:             1703705  
Reg. Date:            July 28, 1992

45.            DUNSGATE  
  
Serial No.:            73/576749  
Reg. No.:             1423393  
Reg. Date:            December 30, 1986

46.            DUNSGRAM  
  
Serial No.:            73/495197  
Reg. No.:             1332530  
Reg. Date:            April 23, 1985

47.            DUNSLINK  
  
Serial No.:            73/483441  
Reg. No.:             1325128  
Reg. Date:            March 12, 1985

48.            DUNSLINK/PC  
  
Serial No.:            74/103604  
Reg. No.:             1671407  
Reg. Date:            January 7, 1992

49. DUNSMATCH

Serial No.: 73/506057  
Reg. No.: 1355745  
Reg. Date: August 20, 1985

50. DUNSPRINT

Serial No.: 73/327386  
Reg. No.: 1216984  
Reg. Date: November 16, 1982

51. DUNSTRANSPORT

Serial No.: 73/623725  
Reg. No.: 1440165  
Reg. Date: May 19, 1987

52. DUNSVIEW

Serial No.: 73/623260  
Reg. No.: 1439612  
Reg. Date: May 12, 1987

53. DUNSWATCH

Serial No.: 73/640572  
Reg. No.: 1455733  
Reg. Date: September 1, 1987

54. KEEPS SMALL BUSINESS FROM MAKING BIG MISTAKES

Serial No.: 74/260896  
Reg. No.: 1733023  
Reg. Date: November 17, 1992

55. LISTPLUS

Serial No.: 73/522056  
Reg. No.: 1372952  
Reg. Date: November 26, 1985

56.

THE DUN & BRADSTREET CORPORATION FOUNDATION

Serial No.: 74/400384  
Reg. No.: 1832902  
Reg. Date: April 26, 1994