

REC'D

09-16-1998

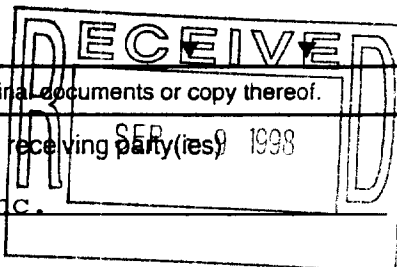


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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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100830316



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

1. Name of conveying party(ies):

BBI Marketing Services, Inc.

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

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

2. Name and address of receiving party(ies)

Name: BBIO, Inc.

Internal Address: _____

Street Address: 50 E. RiverCenter Boulevard
Suite 1000
City: Covington State: KY ZIP: 41011

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Kentucky
- 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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: July 12, 1998

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

A. Trademark Application No.(s)

(see attached)

B. Trademark Registration No.(s)

(see attached)

Additional numbers attached? Yes No

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

Name: John D. Poffenberger, Esq.

Internal Address: WOOD, HERRON & EVANS, LLP

09/15/1998 BMSIYEI 00000169 246043

01 FC:481 40.00 OP
02 FC:482 400.00 OP

Street Address: 2700 Carew Tower

City: Cincinnati State: OH ZIP: 45202

6. Total number of applications and registrations involved: 17

7. Total fee (37 CFR 3.41).....\$ 440.00

- Enclosed
- Authorized to be charged to deposit account
(only if deficiencies occur)

8. Deposit account number:

23-3000

(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.

John D. Poffenberger

Name of Person Signing

Signature

Sept. 8, 1998

Date

5

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

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 1790 FRAME: 0884

MRD 9-9-98

U.S. ISSUED TRADEMARK PROPERTY FOR BBI MARKETING SYSTEMS, INC.

MARK GOODS	CODE/MATTER	COUNTRY DOC . NO.	SERIAL NO. FILE DATE	REG. NO. REG. DATE	CODE/MATTER
BASES Marketing research services	BBU	United States W17979 CLASS(ES): 35	246,843 JAN 21 80	1,206,443 AUG 24 82	BBU
BASES XRX Market research services	BBU 19	United States W31840 CLASS(ES): 35	74/380,071 APR 19 93	1,831,531 APR 19 94	BBU 19
BASES-BY-MAIL Market research services	BBU 20	United States W31839 CLASS(ES): 35	74/380,070 APR 19 93	1,823,126 FEB 22 94	BBU 20
BRAND MANAGER Market research services for product brands, namely, product brand consumer surveys, sales forecasting and marketing	BBU	United States W37289 CLASS(ES): 35	JUL 29 96	2,114,879 NOV 18 97	BBU
CONSUMER AFFINITY Research and consulting services in the effectiveness of advertising and marketing programs	BBU 01	United States W41417 CLASS(ES): 35	74/387,536 MAY 04 93	1,861,527 NOV 01 94	BBU 01
CONCEPT DESIGNER Marketing research services	BBU 14	United States W20543 CLASS(ES): 35	591,747 APR 07 86	1,432,196 MAR 10 87	BBU 14
CONSUMERS' SCANCHOICE Marketing Research Services	BBU	United States W25027 CLASS(ES): 35	285,996 NOV 17 80	1,244,756 JUL 05 83	BBU
PASS Marketing Research Services	BBU 03	United States W18995 CLASS(ES): 35	548,870 JUL 19 85	1,413,585 OCT 14 86	BBU 03

EXHIBIT A
Page 1 of 3

TRADEMARK
REEL: 1790 FRAME: 0885

U.S. ISSUED TRADEMARK PROPERTY FOR BBI MARKETING SYSTEMS, INC.

MARK GOODS	CODE/MATTER	COUNTRY DOC . NO.	SERIAL NO. FILE DATE	REG. NO. REG. DATE	CODE/MATTER
PRE-BASES Market research services	BBU 14	United States W29487 CLASS(ES): 35	74/262,819 APR 06 92	1,737,005 DEC 01 92	BBU 14
RESTAGER Market research services	BBU 21	United States W32066 CLASS(ES): 35	74/395,848 MAY 28 93	1,897,695 JUN 06 95	BBU 21
SELECTOR Advertising testing services to test the effectiveness of printed and other advertising media	BBU	United States W15524 CLASS(ES): 35	422,070 APR 18 83	1,282,759 JUN 19 84	BBU
SOVA Market research services	BBU 15	United States W29871 CLASS(ES): 35	74/289,277 JUN 29 92	1,751,521 FEB 09 93	BBU 15
STRATEGY DEVELOPMENT SERV Product Market research services	BBU 16	United States W30507 CLASS(ES): 35	74/318,529 SEP 29 92	1,849,731 AUG 09 94	BBU 16
TELCOM Diagnostic services in the field of advertising	BBU	United States W15147 CLASS(ES): 35	128,206 MAY 26 77	1,123,782 AUG 07 79	BBU

Records printed: 14

EXHIBIT A
Page 2 of 3

TRADEMARK
REEL: 1790 FRAME: 0886

U.S. PENDING TRADEMARK PROPERTY FOR BBI MARKETING SYSTEMS, INC.

MARK GOODS	CODE/MATTER	COUNTRY DOC . NO.	SERIAL NO. FILE DATE	REG. NO. REG. DATE	CODE/MATTER
ACORN RESEARCH Market research services utilizing computerized on-line survey panels	BBU 53	United States W40454 CLASS(ES): 35	75/412,439 DEC 31 97		BBU 53
DEMANDSCAN Market research services utilizing computerized on-line survey panels	BBU 60	United States W41174 CLASS(ES): 35	75/475,404 APR 27 98		BBU 60
WORLD DESIGN Market reseach services	BBU 52	United States W39199 CLASS(ES): 42	75/307,766 JUN 12 97		BBU 52

Records printed: 3

EXHIBIT A
Page 3 of 3TRADEMARK
REEL: 1790 FRAME: 0887

**APPENDIX I
ASSIGNMENT OF TRADEMARKS**

WHEREAS, BBI Marketing Services, Inc., a corporation of Delaware, having a place of business at 50 E. RiverCenter Boulevard, Suite 1000, Covington, Kentucky 41011 has adopted, used in its business, and not abandoned, the registered trademarks and pending applications for registration of trademarks identified on the attached Exhibit A;

WHEREAS, BBIO, Inc., a corporation of Kentucky, having a place of business at 50 E. RiverCenter Boulevard, Suite 1000, Covington, Kentucky 41011, is desirous of acquiring the entire right, title and interest in and to said registered trademarks and pending trademark applications, together with the good will of the business in connection with which said trademarks are used.

NOW, THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration to it in hand paid, the receipt of which is hereby acknowledged, said BBI Marketing Services, Inc., by these presents does sell, assign and transfer unto the said BBIO, Inc., the entire right, title and interest in and to the aforesaid trademark registrations and pending trademark applications, together with the good will of the business symbolized by the marks and registrations therefor, and together with all claims, demands, rights, chooses in action and rights of recovery for past infringement thereof, the same to be held and enjoyed by the said BBIO, Inc. for its own use and behoof and for that of its successors and assigns as fully and entirely as the same would have been held and enjoyed by the said BBI Marketing Services, Inc. had this sale, assignment and transfer not been made.

BBI MARKETING SERVICES, INC.

By: *Michael J. Huber*
Michael J. Huber
Senior Vice-President/Chief Financial Officer

STATE of Kentucky
COUNTY of Kenton ss:

On this 12th day of July, 1998, personally appeared Michael J. Huber, to me known and known to me to be the person aforesaid who duly acknowledged the signing of the foregoing instrument to be her voluntary act and deed and who executed the same for the uses and purposes therein specified.

Joe Wiedeman
Notary Public
My Commission Expires May 2, 2000

(SEAL)

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