

Express Mail  
Certificate

RECO

11-27-1998

HEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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



ID No: 10094452

Tab settings     11-18-98

To the Honorable Commissioner of Patent

100907807

ed original documents or copy thereof.

1. Name of conveying party(ies):

ASI MARKET RESEARCH, INC.  
(now known as IDC Sub Liquidating Corp.)

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

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

3. Nature of conveyance:

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

Execution Date: July 27, 1998

2. Name and address of receiving party(ies)

Name: IPSOS-ASI, INC.

Internal Address:

Street Address: 263 Tresser Boulevard

City: Stamford State: CT ZIP: 06901

- 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 patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,282,759

Additional numbers attached?  Yes  No

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

Name: Ruth L. Lansner

Internal Address:

Street Address: Gilbert, Segall and Young LLP  
430 Park Avenue

City: New York State: NY ZIP: 10022

6. Total number of applications and registrations involved:  1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed (previous filing)
- Authorized to be charged to deposit account

8. Deposit account number:

(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.

Ruth L. Lansner

Name of Person Signing

Signature

November 18, 1998

Date

Total number of pages including cover sheet, attachments, and document:  3

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

TRADEMARK  
REEL: 1820 FRAME: 0948

ASSIGNMENT

WHEREAS, ASI MARKET RESEARCH, INC. (now known as IDC Sub Liquidating Corp.) ("Assignor"), a California corporation, having its principal offices at 263 Tressor Boulevard, Stamford, Connecticut 06901, is the owner of the following trademark now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
SELECTOR	1,282,759	June 19, 1984

WHEREAS, IPSOS-ASI, INC. ("Assignee"), a Delaware corporation, has succeeded to the business and appurtenant goodwill symbolized by said trademark as of January 30, 1998.

NOW, THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark and said registration therefor, together with the goodwill of the business symbolized by said trademark and the registration thereof.

Signed this 27<sup>th</sup> day of July, 1998

ASI MARKET RESEARCH, INC. (now known as IDC Sub Liquidating Corp.)

By: *John Sprieser*  
John Sprieser, Vice President

State of Illinois )  
County of Cook ) ss:

On this 27<sup>th</sup> day of July, 1998, personally appeared John Sprieser, to me known and known to me to be Vice President of ASI Market Research, Inc. (now known as IDC Sub Liquidating Corp.), the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of ASI Market Research, Inc. (now known as IDC Sub Liquidating Corp.) and pursuant to authority duly authorized.



*Nelida Cosimini*  
Notary Public