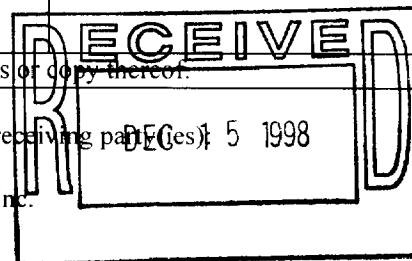


MRO
12-15-98



100935990



To the Assistant Commissioner for Traden.

Documents or copy thereof.

1. Name of conveying party(ies):

The New Dun & Bradstreet Corporation

- 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): 5 1998

Name: Dun & Bradstreet, Inc.

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

3. Nature of conveyance:

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

Execution Date: June 15, 1998

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

A. Trademark Application No.(s)

- 1. 75/295511
- 2. 75/407848
- 3. 75/408766
- 4. 75/407491
- 5. 75/416042
- 6. 75/399372

B. Trademark Registration No.(s)

- 7. 1381360
- 8. 1863894
- 9. 1233921
- 10. 552081
- 11. 1720704
- 12. 1215227

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:49

7. Total Fee (37 CFR 3.41)\$1,240.00

- 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

12/29/1998 DNGUYEN 00000183 1381360

01 FC:481
02 FC:482

40.00 DP
1290-09 BY -98

Date

Total number of pages including cover sheet, attachments, and document: 11

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

U.S. Patent and Trademark Office
Office of Public Records

TRADEMARK
REEL: 1833 FRAME: 0876

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

| | | | |
|-----|---------|-----|---------|
| 13. | 1697965 | 31. | 1979821 |
| 14. | 1216988 | 32. | 1212382 |
| 15. | 1381729 | 33. | 710922 |
| 16. | 1819189 | 34. | 901001 |
| 17. | 1377548 | 35. | 1718604 |
| 18. | 1270228 | 36. | 788864 |
| 19. | 752991 | 37. | 1187104 |
| 20. | 1333234 | 38. | 1205670 |
| 21. | 617494 | 39. | 1138043 |
| 22. | 1455701 | 40. | 799652 |
| 23. | 1710330 | 41. | 1707225 |
| 24. | 1855428 | 42. | 1939790 |
| 25. | 1575823 | 43. | 1943934 |
| 26. | 1740184 | 44. | 1171595 |
| 27. | 1771771 | 45. | 1243079 |
| 28. | 1441409 | 46. | 1211536 |
| 29. | 1984137 | 47. | 877927 |
| 30. | 1778050 | 48. | 1992605 |
| | | 49. | 1990821 |

ASSIGNMENT OF TRADEMARKS

Whereas, The New Dun & Bradstreet Corporation, a Delaware corporation, having its principal offices at One Diamond Hill Road, Murray Hill, New Jersey 07974 (Assignor), is the owner of trademarks which it received through merger with Old D&B Operating Company, Inc., including, but not limited to, those common-law marks and registered and pending marks on Schedule A attached hereto;

Whereas, Dun & Bradstreet, Inc. (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 15th day of June, 1998.

The New Dun & Bradstreet Corporation

Nancy L. Henry

By: Nancy L. Henry

Title: Senior Vice President

INTELLECTUAL PROPERTYI. TRADEMARKS1. AMERICA'S CORPORATE FAMILIES

Serial No.: 73/549889
Reg. No.: 1381360
Reg. Date: February 4, 1986

2. BEST OF AMERICA AWARDS AND DESIGN

Serial No.: 74/360239
Reg. No.: 1863894
Reg. Date: November 22, 1994

3. BIPAR

Serial No.: 73/362086
Reg. No.: 1233921
Reg. Date: April 5, 1983

4. BROTHERHOOD DESIGN

Serial No.: 71/602895
Reg. No.: 552081
Reg. Date: December 11, 1971

5. BRUHNKE & SILVER

Serial No.: 74/216929
Reg. No.: 1720704
Reg. Date: September 9, 1992

6. BS & DESIGN

Serial No.: 73/312468
Reg. No.: 1215227
Reg. Date: November 2, 1982

7. BUSINESS SOLUTIONS IN A BOX

Serial No.: 75/295511
Filing Date: May 21, 1997

8. BUSINESSSCOPE

Serial No.: 74/190629
Reg. No.: 1697965
Reg. Date: June 30, 1992

9. CCH DIAL

Serial No.: 73/227737
Reg. No.: 1216988
Reg. Date: November 16, 1982

10. CIC CURRICULUM INFORMATION CENTER & DESIGN

Serial No.: 73/406469
Reg. No.: 1381729
Reg. Date: February 4, 1986

11. CREDIT QUICK CHECK

Serial No.: 74/374476
Reg. No.: 1819189
Reg. Date: February 1, 1994

12. DEBIT ALERT

Serial No.: 73/508441
Reg. No.: 1377548
Reg. Date: January 7, 1986

13. DEBT SCAN

Serial No.: 73/376006
Reg. No.: 1270228
Reg. Date: March 13, 1984

14. DISCOUNTERS DIGEST
Serial No.: 72/151894
Reg. No.: 752991
Reg. Date: July 16, 1983

15. EAGLE DESIGN LOGO
Serial No.: 73/502072
Reg. No.: 1333234
Reg. Date: April 30, 1985

16. EDUCATION ALERT SERVICES
Serial No.: 75/407848
Filing Date: December 18, 1997

17. EDUCATOR ALERT
Serial No.: 75/408766
Filing Date: December 18, 1997

18. EXPORTERS' ENCYCLOPAEDIA
Serial No.: 71/672621
Reg. No.: 617494
Reg. Date: December 13, 1955

19. FAMILY TREE
Serial No.: 73/640970
Reg. No.: 1455701
Reg. Date: September 1, 1987

20. HOT LI\$T PLUS
Serial No.: 74/041421
Reg. No.: 1710330
Reg. Date: August 25, 1992

21. INSIGHT TO GROW YOUR BUSINESS

Serial No.: 75/407491
Filing Date: December 18, 1997

22. INSTANT MARKETING CHECK

Serial No.: 74/373920
Reg. No.: 1855428
Reg. Date: September 20, 1994

23. KEY ALERT

Serial No.: 73/799209
Reg. No.: 1575823
Reg. Date: January 2, 1990

24. KUFF MERCANTILE AGENCY

Serial No.: 74/216928
Reg. No.: 1740184
Reg. Date: December 15, 1992

25. MARKET DATA RETRIEVAL

Serial No.: 74/214276
Reg. No.: 1771771
Reg. Date: May 18, 1993

26. MARKET DATA RETRIEVAL AND DESIGN

Serial No.: 73/370200
Reg. No.: 1441409
Reg. Date: June 2, 1987

27. MARKET DATA RETRIEVAL

Serial No.: 74/703519
Reg. No.: 1984137
Reg. Date: July 2, 1996

28. MATCHGRADE

Serial No.: 75/416042
Filing Date: January 12, 1998

29. MDR

Serial No.: 74/214111
Reg. No.: 1778050
Reg. Date: June 22, 1993

30. MDR

Serial No.: 74/705001
Reg. No.: 1979821
Reg. Date: June 11, 1996

31. METALWORKING DIRECTORY

Serial No.: 73/251253
Reg. No.: 1212382
Reg. Date: October 12, 1982

32. MILLION DOLLAR DIRECTORY

Serial No.: 72/74035
Reg. No.: 710922
Reg. Date: February 7, 1981

33. NATIONAL BUSINESS LISTS

Serial No.: 72/327541
Reg. No.: 901001
Reg. Date: October 13, 1970

34. NBL

Serial No.: 74/172220
Reg. No.: 1718604
Reg. Date: September 22, 1992

35. NCO

Serial No.: 72/186339
Reg. No.: 788864
Reg. Date: April 27, 1985

36. PAR

Serial No.: 73/288824
Reg. No.: 1187104
Reg. Date: January 19, 1982

37. PAYDEX

Serial No.: 73/315684
Reg. No.: 1205670
Reg. Date: August 17, 1982

38. PDQ

Serial No.: 73/199048
Reg. No.: 1138043
Reg. Date: July 22, 1980

39. PRIORITY SERVICE & DESIGN

Serial No.: 72/190794
Reg. No.: 799652
Reg. Date: November 30, 1985

40. R&W OTTE

Serial No.: 74/216930
Reg. No.: 1707225
Reg. Date: August 11, 1992

41. SCHOOL CONSTRUCTION ALERT

Serial No.: 74/609434
Reg. No.: 1939790
Reg. Date: December 5, 1995

42. SPSC
- Serial No.: 75/399372
Filing Date: December 3, 1997
43. STYLIZED SCHOOLHOUSE DESIGN
- Serial No.: 74/609435
Reg. No.: 1943934
Reg. Date: December 26, 1995
44. TEL-CON
- Serial No.: 73/226761
Reg. No.: 1171595
Reg. Date: September 29, 1981
45. THE BANKER'S ADVANTAGE
- Serial No.: 73/339121
Reg. No.: 1243079
Reg. Date: June 21, 1983
46. THE BILLION DOLLAR DIRECTORY
- Serial No.: 73/345878
Reg. No.: 1211536
Reg. Date: October 5, 1982
47. TRINC
- Serial No.: 72/293487
Reg. No.: 877927
Reg. Date: September 30, 1969
48. WORLDBASE
- Serial No.: 74/626278
Reg. No.: 1992605
Reg. Date: August 13, 1996

49.

WORLDBASE

Serial No.: 74/621793
Reg. No.: 1990821
Reg. Date: August 6, 1996

LAW OFFICES
LEYDIG, VOIT & MAYER, LTD.

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December 15, 1998

OF COUNSEL

C. FREDERICK LEYDIG
THEODORE W. ANDERSON
JOHN P. BUNDOCK, JR.*
PAUL L. AHERN
JOHN D. FOSTER*
NOEL I. SMITH

*RESIDENT IN WASHINGTON OFFICE

**RESIDENT IN ROCKFORD OFFICE

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

Re: **Assignment Recordal**
Assignor: The New Dun & Bradstreet Corporation
Assignee: Dun & Bradstreet, Inc.
Our Reference: 84737

Dear Sir:

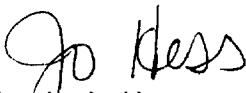
Enclosed herewith for recordal and return to the undersigned are:

1. Recordation Form Cover Sheet Form PTO-1594;
2. Assignment of Trademarks;
3. Schedule A (with 49 trademark applications and registrations);
4. Check in the amount of \$1240.00; and return postcard.

If you should have any questions regarding the foregoing, please contact the undersigned.

Respectfully submitted,

LEYDIG, VOIT & MAYER, LTD.


Ms. Jo A. Hess
Legal Assistant

/jjo/nclosures

RECORDED: 12/15/1998

TRADEMARK
REEL: 1833 FRAME: 0887