

01-21-1999

SHEET

MRO 1-20-99



100947312

Attached original documents or copy thereof.

To the Honorable Commissioner of Pat

1. Name of conveying party(ies):

Promotion Information Bureau, Inc.

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

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

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

Name: Adams/PIB Publishing, Inc.

Internal Address: 68860 Perez Road, Suite J

City: Cathedral City State: CA ZIP: 92234

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

Execution Date: December 31, 1998

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

A. Trademark Application No.(s)

B. Trademark registration No.(s)

01/20/1999 SBURNS 00000192 121216 1792874

1792874  
LIQUORSCAN

01 FC:481 40.00 CH

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: Mark J. Liss, Esq.

Internal Address: [Case No.] 200090

Street Address: 180 North Stetson  
Two Prudential Plaza, Suite 4900

City Chicago State: IL ZIP: 60601

6. Total number of applications and registrations involved:

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

- 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.

Mark J. Liss  
Name of Person Signing

Signature

1-15-99  
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 and Trademarks  
Box Assignments  
Washington D.C. 20231

TRADEMARK  
REEL: 1841 FRAME: 0768

## ASSIGNMENT OF REGISTERED TRADEMARK

**THIS ASSIGNMENT OF REGISTERED TRADEMARK** is made as of the 31st day of December, 1998, by **Promotion Information Bureau, Inc.** (the "Assignor"), a Connecticut corporation with its principal place of business at 50 Washington Street, Norwalk, Connecticut 06854, to **Adams/PIB Publishing, Inc.** (the "Assignee"), a Delaware corporation with its principal place of business at 68860 Perez Road, Suite J, Cathedral City, California 92234.

### WITNESSETH:

**WHEREAS**, the Assignor has adopted, owns, and is using the mark "LIQUORSCAN" (the "Mark") in connection with the market research services in International Class No. 35 that the Assignor provides to wholesalers and retailers of beverages (the "Services"); and

**WHEREAS**, the Assignor has registered the Mark on the Principal Register of the United States Patent and Trademark Office for use in connection with the Services (the "Registration"); and

**WHEREAS**, the Registration became effective on September 14, 1993, and has been assigned Registration No. 1,792,874 by the United States Patent and Trademark Office; and


**WHEREAS**, the Assignor is currently the owner of the Registration; and

**WHEREAS**, the Assignor wishes to assign the Mark and the Registration to the Assignee and the Assignee wishes to acquire the Mark and the Registration;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby sells, assigns, and transfers to the Assignee all right, title, and interest in and to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark

**IN WITNESS WHEREOF**, the Assignor has duly executed this Assignment as of the date first written above.

**PROMOTION INFORMATION BUREAU, INC.**

By:   
\_\_\_\_\_  
M. Van Lefferdink  
Its Chairman

STATE OF CONNECTICUT:

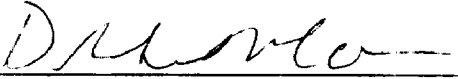
: ss.

December 22, 1998

COUNTY OF FAIRFIELD

M. VAN LEFFERDINK, the signer and sealer of the foregoing instrument, personally appeared before me and acknowledged, swore, and subscribed that he is the duly authorized Chairman of Promotion Information Bureau, Inc., and that his execution of the foregoing instrument constitutes his own free act and deed and the free act and deed of Promotion Information Bureau, Inc.

**D. ROBERT MORRIS**  
**NOTARY PUBLIC**  
MY COMMISSION EXPIRES JAN. 31, 2002

  
\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires: 1/31/2002

BP11/51939 1/MJT/252309.1

RECORDED: 01/20/1999

TRADEMARK  
REEL: 1841 FRAME: 0770