

03-11-1999

FORM PTO-1594



T U.S. DEPARTMENT OF COMMERCE

1-31-92

100980160

Patent and Trademark Office

To the Honorable Commissioner of Patent and Trademarks: Please record the attached original document or certified copy thereof.

3-3-99  
Mars

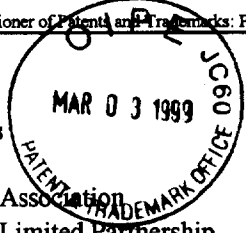
1. Name of conveying Party:

Leading National Advertisers

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

Additional name(s) of conveying party(ies) attached?

- Yes
- No



2. Name and Address of receiving Party:

Name: VNU Advertising Expenditure Corp.

Internal Address:

Address: 1515 Broadway, 15th Floor  
New York, NY 10036

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation 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: March 1, 1999

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,740,974

Additional sheet attached?  Yes  No

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

Jacobson, Price, Holman & Stern, PLLC  
400 7th Street, N.W.  
Washington, DC 20004  
Tel. 202-638-6666

Attorney Docket No. T27039IIS0

6. Total number of applications and registrations involved: 1

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit Account No.: 06-1358

(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.

Marvin R. Stern

Name of Person Signing

Signature

March 3 1999

Date

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

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TRADEMARK  
REEL: 1865 FRAME: 0706

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK ASSIGNMENT BRANCH

CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, Leading National Advertisers, a Delaware corporation ("LNA") having offices at 11 West 42<sup>nd</sup> Street, New York, NY 10036, is the owner or joint owner of the trademarks identified in Exhibit 'A' (the "Trademarks") attached hereto and incorporated herein by this reference; and

WHEREAS, LNA has entered into an agreement effective January 1, 1992 with VNU Advertising Expenditure Corp., ("VNU"), a Delaware corporation, having offices at 1515 Broadway, 15<sup>th</sup> Floor, New York, NY 10036, so that the trademarks identified in Exhibit 'A' and the good will of the business symbolized thereby, have been transferred from LNA to VNU under that agreement; and

WHEREAS, the above parties wish to confirm that VNU has acquired the entire right, title and interest in and to the Trademarks and the goodwill of the business symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, LNA hereby confirms that it has transferred to VNU its entire right, title and interest in and to the Trademarks, as well as the Applications and Registrations and the goodwill of the business symbolized by the Trademarks, and all rights of recovery for past infringement thereof, to have and to hold for its own use and enjoyment, as well as that of its successors and assigns, as fully and as completely as the same would have been held by LNA had the transfer confirmed herein not have been made.

By:   
Charles Leonard

Title: President  
President

Date: 1 March 1999

Exhibit "A"

Registration Number

Mark

1,740,974

AdSpender