

M.R.D. 3-24-99



Tab settings ▢ ▢ ▢ ▢ ▼

To the Honorable Commissioner of Patents and

100995447

original documents or copy thereof.

1. Name of conveying party(ies):
Reed Publishing (USA) Inc. *OPR/FINANCE*

- Individual(s)
- General Partnership
- Corporation-State Massachusetts
- Other

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

3. Nature of conveyance:

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

Execution Date: October 7, 1993

2. Name and address of receiving party(ies)

Name: Simmons Market Research Bureau, Inc.

Internal Address: _____

Street Address: 309 West 49th Street

City: New York State: NY ZIP: 10019

- 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)

Registration No. 1,701,229

Additional numbers attached? Yes No

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

Name: Jeffrey C. Katz, Esq.

Internal Address: DAVIS & GILBERT LLP

Street Address: 1740 Broadway

City: New York State: NY ZIP: 10019

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 number:

(Attach duplicate copy of this page if paying by deposit account)

01 FC:481

40.00 DP

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.

Jeffrey C. Katz, Esq.
Name of Person Signing

Signature

3-23-95

Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments

Washington, D.C. 20231

Express Mail Cert. No. EI828311375US

TRADEMARK
REEL: 1874 FRAME: 0933

ASSIGNMENT

WHEREAS, REED PUBLISHING (USA) INC., a corporation of the State of Massachusetts (hereinafter "Assignor"), is an co-owner with Simmons Market Research Bureau, Inc. of the mark listed below which is registered in the United States Patent and Trademark Office:

WHEREAS, SIMMONS MARKET RESEARCH BUREAU, INC., a corporation of the State of Delaware with its principal place of business at 309 West 49th Street, New York, New York 10019 (hereinafter "Assignee"), is desirous of acquiring Assignor's complete interest in said mark and said registration thereof.

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
AFFINITY	1,701,229	July 14, 1992

THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all of its right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the registration thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said mark or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment deemed effective October 7, 1993.

REED PUBLISHING (USA) INC.

By: Charles P. Fontaine
Name: Charles P. Fontaine
Title: Vice President-Tax