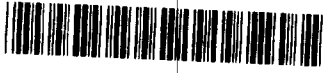


08-27-1999

HEET



101109975

To the Assistant Commissioner for Trademarks 101109975 all documents or copy thereof.

1. Name of conveying party(ies): MED 4-23-99  
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):  
Name: Dun & Bradstreet, Inc.  
Internal Address: \_\_\_\_\_  
Street Address: One Diamond Hill Road  
City: Murray Hill State: NJ ZIP: 07974

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: CORRECTION

Assignment       Merger  
 Security Agreement       Change of Name  
 Other: Correction of recordal of assignment incorrectly recorded against 75/407,848 and 75/408,766 at Reel/Frame 1833/0876

Execution Date: June 15, 1998

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
Correct nos. 75/407,484; 75/408,166  
Additional numbers attached?  Yes  No

B. Trademark Registration No.(s)

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: 184737  
Street Address: 180 North Stetson  
Two Prudential Plaza, Suite 4900  
City: Chicago State: IL Zip: 60601

6. Total number of applications and registrations involved: ..... 2

7. Total Fee (37 CFR 3.41) ..... \$65.00

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

*Charge 65.00  
NO SPEC FEE*

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

Date 4/9/99

Total number of pages including cover sheet, attachments, and document: 20

Mail documents to be recorded with required cover sheet information to:  
U.S. Patent and Trademark Office  
Office of Public Records  
Crystal Gateway 4, Rm. 335  
Washington D.C. 20231

REC

~~12-31-1998~~

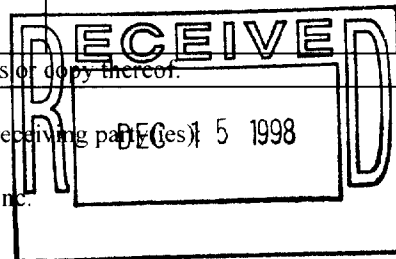
ET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

*WRD*  
*12-15-98*



100935990



to the Assistant Commissioner for Trademarks

documents or copy thereof.

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

Nature of conveyance:

- Assignment  Merger
- Security Agreement  Change of Name
- Other: \_\_\_\_\_

Execution Date: June 15, 1998

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

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

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

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**

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

*[Signature]*  
Lynn A. Sullivan

12/29/1998 DNGUYEN 00000183 1381360

01 FC:481  
02 FD:482

40.00 OP  
1200.00 89  
-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: 001921 FRAME: 0841**

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 15<sup>th</sup> day of June, 1998.

The New Dun & Bradstreet Corporation

Nancy J. Henry

By: Nancy J. Henry

Title: Senior Vice President

INTELLECTUAL PROPERTY

I. TRADEMARKS

1. 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~~ 75/407484  
Filing Date: December 18, 1997

17. EDUCATOR ALERT

Serial No.: ~~75/408766~~ 75/408166  
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 LIST 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