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U.S. Patent & TMO/c/TM Mail Rcpt Dt. #54

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00993-T0142A GSW/SPM

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	POINT-OF-PURCHASE ADVERTISING INSTITUTE, INC.
Assignee	Bill Communications, Inc.
Registration Number	1,617,848

Box Assignment
Assistant Commissioner for Trademarks
Washington, DC 20231

Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

1. Name of conveying party. Point-Of-Purchase Advertising Institute, Inc.
2. Name and Address of Receiving Party. Bill Communications, Inc., a New York corporation, 355 Park Avenue South, New York, NY 10010-1789.
3. Nature of Conveyance: Assignment. Execution Date: June 11, 1999.
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Gene S. Winter, Registration No., 28,352
Attorney for Applicant

ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

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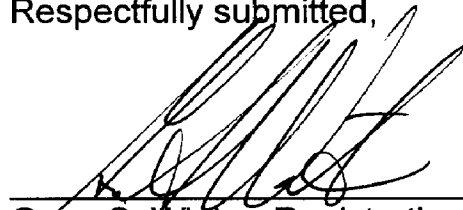
Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment, Commissioner for Patents and Trademarks, Washington, D.C. 20231.

Dated: 7/15/99

Phyllis D. Spiegel
Phyllis D. Spiegel

5. Registration Number: 1,617,848.
6. Total Number of Registrations/Applications Involved: 1
7. Total Fee (37 CFR 3.41). \$40.00 due.
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 7. To the best of my knowledge and belief, the foregoing information is true and correct.

Respectfully submitted,



Gene S. Winter, Registration No. 28,352
Stephen P. McNamara, Registration No. 32,745
Attorneys for Applicant
ST. ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

Trademark Assignment

WHEREAS, POINT-OF-PURCHASE ADVERTISING INSTITUTE, INC., a New York corporation, having offices located at 1660 L Street, N.W., 10th Floor, Washington, DC 20036; (hereinafter referred to as ASSIGNOR) had adopted and owned certain trade names and trademarks as set forth on Schedule "A" attached;

WHEREAS, on JUNE 11, 1999, BILL COMMUNICATIONS, INC., a New York Corporation, having offices at 355 Park Avenue South; New York; NY 10010 (hereinafter referred to as ASSIGNEE) acquired from the Assignor all right, title and interest in and to said trade names and trademarks as set forth on Schedule "A" attached;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, effective JUNE 11, 1999, all rights, title and interest in and to the said trade names and trademarks as set forth on Schedule "A" attached, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trade name and trademark.

Dated: June 10, 1999

**POINT-OF-PURCHASE ADVERTISING
INSTITUTE, INC.**

By: Richard K. Blatt
Name: Richard K. Blatt
Title: PRESIDENT

STATE OF District of Columbia : **ss.**
COUNTY OF :
:

On this 10th day of June, 1999, before me personally came Richard K. Blatt, President of Point-Of-Purchase Advertising Institute, Inc., to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

My Commission Expires June 14, 1999

Caroline E. Trojka
Notary Public

**SCHEDULE A TO
TRADEMARK ASSIGNMENT**

Trademark

Reg./Serial No.

MARKETPLACE

1,617,848

Common Law Marks

Marketplace 2000 logo (sample attached)

Marketplace '99 (and earlier) logo (samples attached)

Script used for "Marketplace" on most show signage (example attached)

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AFTER WALKING MILES OF AISLES**



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To Increase Your Sales**



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THE SHOW FOR POINT-OF-PURCHASE ADVERTISING
CHICAGO, ILLINOIS MARCH 25-27, 2000

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MCCORMICK PLACE ● CHICAGO, ILLINOIS ● MARCH 27-29, 1999



Membership includes

The
**Store Fixturing
Show**

Merchandising

Retail
Operations &
Construction
Expo

3
High
Profile
Expo

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POP AI

