

RECORDER TRADEM  
8.12.99

08-19-1999

101121659

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
NFO RESEARCH, INC.

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

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

3. Nature of conveyance:

- Assignment Merger
Security Agreement Change of Name
Other

Execution Date: August 6, 1999

2. Name and address of receiving party(ies)

Name: NFO WORLDWIDE, INC.

Internal Address:

Street Address: Two Pickwick Plaza

City: Greenwich State: CT ZIP: 06830

- 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)
75/472,152 75/472,155
75/472,153 75/472,156
75/472,154 75/472,157

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

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

Name: Richard D. Emch, Esq.

Internal Address: Emch, Schaffer, Schaub & Porcello Co., L.P.A.

Street Address: P. O. Box 916

City: Toledo State: Ohio ZIP: 43697-0916

6. Total number of applications and registrations involved: 6

7. Total fee (37 CFR 3.41).....\$ 165.00

- Enclosed
Authorized to be charged to deposit account for any deficiencies

8. Deposit account number:

15-0825

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

08/18/1999 MTHA11 00000284 75472152

DO NOT USE THIS SPACE

FC-481 40.00 DP
FC-482 125.00 DP

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.

Richard D. Emch
Name of Person Signing

Signature

9 AUG 99
Date

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

## ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS dated August 6, 1999 is by NFO RESEARCH, INC., ("Assignor") a corporation of Delaware, located at 2700 Oregon Road, Toledo, Ohio, 43619, to NFO WORLDWIDE, INC., ("Assignee") a corporation of Delaware, with principal offices at Two Pickwick Plaza, Greenwich, Connecticut.

WHEREAS, NFO RESEARCH, INC., is the owner of the following marks pending in the United States Patent and Trademark Office:

**NFO//CONSUMER.CHOICE**

Serial No. 75/472,152

Filed April 22, 1998

**NFO//ADVERTISER.TRENDS**

Serial No. 75/472,153

Filed April 22, 1998

**NFO//ADVERTISER.CHOICE**

Serial No. 75/472,154

Filed April 22, 1998

**NFO//CONSUMER.INDEX**

Serial No. 75/472,155

Filed April 22, 1998

**NFO//CONSUMER.TRENDS**

Serial No. 75/472,156

Filed April 22, 1998

**NFO//ADVERTISER.INDEX**

Serial No. 75/472,157

Filed April 22, 1998

WHEREAS, NFO WORLDWIDE, INC., is desirous of acquiring all of Assignor's right, title and interest in and to the above marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right,

title and interest throughout the world in and to the above marks (including, without limitation, all proceeds thereof and the right to sue for past, present and future infringements), together with the goodwill of the business symbolized thereby and the registrations and applications therefor.

NFO RESEARCH, INC.

*DJ Gorman*

Name DAVID J GORMAN

Title V. PRESIDENT

STATE OF Ohio :  
 : SS:  
COUNTY OF Wood :

On this 6th day of August, 1999, personally appeared David J Gorman, to me known and known to me to be the Vice President of NFO RESEARCH, INC., the Assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.

*Michele D. Mariea*  
Notary Public

(Seal)

**MICHELE D. MARIEA**  
**NOTARY PUBLIC, State of Ohio**  
**My Commission Expires May 5, 2003**

8-4-99