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U.S. Patent & TMO/fo/TM Mail Ropt Dt. #34

(ies):

MPD
8.19.99

- Individual(s)
- General Partnership
- Corporation-State New Jersey
- Other _____
- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: July 6, 1999

08-26-1999



101127310

U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

Documents or copy hereof.

Living party(ies):

Name: The NPD Group, Inc.
 Address: 900 West Shore Road
Port Washington, New York
11050, USA

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State New York

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) & addresses attached?

Yes No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,228,719 (FRAGRANCETRACK)

Additional Numbers attached? Yes No

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

Name: Mark N. Mutterperl
 Internal Address: Fulbright & Jaworski L.L.P.
 Street Address: 666 Fifth Avenue
 City: New York State: NY Zip: 10103

6. Total number of applications and registration involved: 1

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

- Enclosed
- Authorized to be charged to deposit account
- (Only if total fee is not sufficient)**

8. Deposit account number:

[NUMBER] 50.0624

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

08/25/1999 MTHA11 00000115 2228719

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.

Mark N. Mutterperl

Name of Person Signing

Signature

August 19, 1999

Date

Total number of pages comprising cover sheet:

OMB No. 0651-0011 (exp. 4/94)



3 UNITED STATES PATENT AND TRADEMARK OFFICE

08-19-1999

U.S. Patent & TMO/TM Mail Rcpt Dt. #34

FRAGRANCE SOLUTIONS INC.

Serial No.: 75/449,728

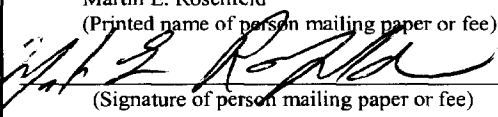
Registration No.: 2,228,719

Registration Date: March 2, 1999

Mark: FRAGRANCETRACK

"Express Mail" mailing label No. EI 3538738944 US
 Date of Deposit August 19, 1999
 I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.R.1. 1.10 on the date indicated above and is addressed to Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513.

Martin E. Rosenfeld
 (Printed name of person mailing paper or fee)


 (Signature of person mailing paper or fee)

Box ASSIGNMENT DIVISION
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

Dear Sir:

Please record the enclosed Trademark Assignment showing The NPD Group, Inc. as the "assignee" against Registration No.: 2,228,719 (Serial No.: 75/449,728.)

The appropriate trademark cover sheet is also enclosed which indicates:

- 1. Name of Assignor: Fragrance Solutions Inc.
- 2. Name of Assignee: The NPD Group, Inc.
- 3. Address of Assignee: 900 West Shore Road
Port Washington, NY 11050
- 4. Registration against which the Trademark Assignment is to be recorded: 2,228,719
- 5. Name and Address of Party to whom correspondence concerning this document should be mailed: Fulbright & Jaworski L.L.P.
666 Fifth Avenue
New York, New York 10103
Attention: Mark N. Mutterperl
- 6. Number of Registration(s): 1
- 7. Amount of the enclosed or authorized to be charged: \$40.00

August 16, 1999

Page 3

- 8 Deposit Account Number: If the check 50-0624
is not enclosed or is insufficient, please
charge any additional fees to Deposit
Account No.:
9. Effective date of attached documents: July 6, 1999

A Revocation of Powers of Attorney and Substitution of Attorney is also enclosed. A duplicate copy of this transmittal letter is attached for accounting purposes.

Respectfully submitted

FULBRIGHT & JAWORSKI L.L.P.

Dated: August 19, 1999

By 
Mark N. Mutterperl

666 Fifth Avenue
New York, New York 10103
(212) 318-3000

Enclosures:

- Trademark Assignment
- Recordation Form Cover Sheet
- Revocation of Powers of Attorney
and Substitution of Attorney
- Check in the amount of \$40.00

TRADEMARK ASSIGNMENT

WHEREAS, Fragrance Solutions, Inc., a corporation organized and existing under the laws of the State of New Jersey, with a principal place of business at 15 Locust Avenue, New Canaan, Connecticut 06840 ("Assignor"), has adopted, owns and is using the mark FRAGRANCETRACK (the Mark") in connection with the following services: *market research services for others in the field of consumer product fragrances, in International Class 35*; and

WHEREAS, Assignor has applied to register the mark on the Principal Register of the United States Patent and Trademark Office in connection with the above-identified services, Application Serial No.75/449728 filed on March 13, 1998; and

WHEREAS, The NPD Group, Inc., a corporation organized and existing under the laws of the State of New York, with a principal place of business at 900 West Shore Road, Port Washington, New York 11050 ("Assignee"), is desirous of acquiring the Mark, the goodwill appurtenant thereto, and the aforesaid application;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill associated therewith, the above-described Application, and all of the Assignor's rights therein.

FRAGRANCE SOLUTIONS INC.

Dated: July 6, 1999

By: 

Name: DALE N. DEWEY

Title: PRESIDENT

STATE OF Connecticut)
) ss.: New Canaan
 COUNTY OF Fairfield)

On the 6th day of July, 1999 before me personally came Dale N. Dawey of Fragrance Solutions Inc., the Assignor above-named, to me known to be the individual described in, and who executed, the foregoing Trademark Assignment on behalf of the Assignor, and acknowledged that he/~~she~~ executed the same.

(SEAL)

Dorie E Johnson
 Notary Public
 My commission expires 6/30/2001