

MRD 9-17-99

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TRADEMARK
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Re

OPR/FINANCE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	RMS, Inc.
Registration No. 2,239,891	Registration Date April 13, 1999
Trademark	MarketEXTRACT
Registration No. 2,266,032	Registration Date: August 3, 1999
Trademark	BasketEXPERT
Application No. 75/482,475	Filing Date: May 11, 1998
Trademark	TargetEXPERT

Box Assignment
Assistant Commissioner for Patents
Washington, DC 20231

Assignment Recordation Form Cover Sheet

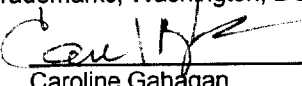
Dear Sir:

Please record the attached original document.

1. Name of conveying party. RMS, Inc..
2. Name and Address of Receiving Party. Retail Marketing Systems, LLC; Two Enterprise Drive, Suite 505; Shelton, 06484.
3. Nature of Conveyance: Assignment. Execution Date: September 9, 1999.

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, DC 20231.

September 14, 1999


Caroline Gahagan

09/20/1999 NTHAI1 00000328 2239891

01 FC:481
02 FC:482

40.00 OP
50.00 OP

TRADEMARK
REEL: 002003 FRAME: 0042

4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Louis H. Reens, Registration No. 22,588
Attorney for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

5. Registration Numbers:

Registration No. 2,239,891 registered on April 13, 1999.
Registration No. 2,266,032 registered on August 3, 1999

Application Number:

Application No. 75/482,475 filed on may 11, 1998.

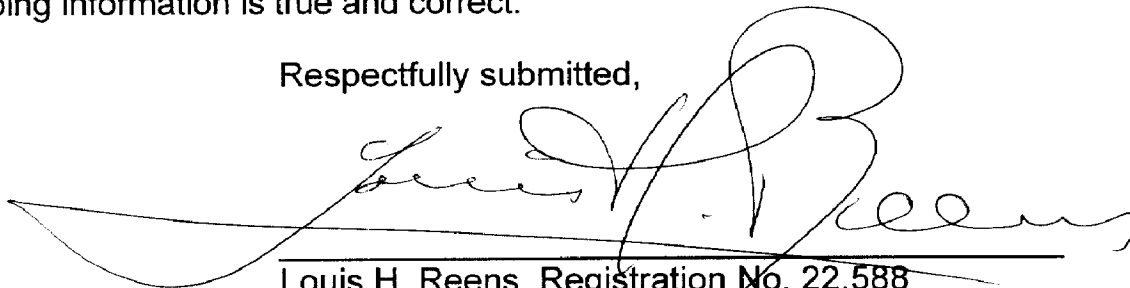
6. Total Number of applications and registrations involved: 3.

7. Total Fee (37 CFR 3.41). \$90.00 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 3. To the best of my knowledge and belief, the foregoing information is true and correct.

Respectfully submitted,



Louis H. Reens, Registration No. 22,588
Attorneys for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

Assignment

WHEREAS, RMS, Inc., having offices located at Two Enterprise Drive; Shelton, CT 06484; (hereinafter referred to as ASSIGNOR) had adopted and owned certain trade names and trademarks as set forth as follows:

- (1) MarketEXTRACT, Registration No. 2,239,891 registered April 13, 1999;
- (2) BasketEXPERT, Registration No. 2,266,032 registered August 3, 1999; and
- (3) TargetEXPERT, Serial No. 75/482,472 filed on May 11, 1998.

WHEREAS, Retail Marketing Systems, LLC, a Delaware Limited Liability Company, having offices at Two Enterprise Drive, Suite 505; Shelton; 06484 (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trade names and trademarks as set forth hereinabove;

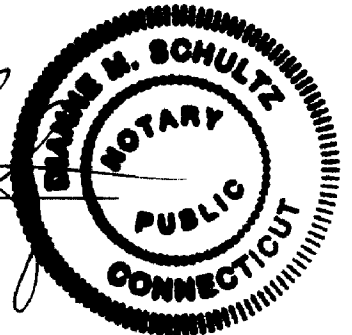
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, all rights, title and interest in and to the said trade names and trademarks as set forth hereinabove, 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 names and trademarks.

Dated on September 9, 1999.

RMS, Inc.

DIANNE M. SCHULTZ
NOTARY PUBLIC
MY COMMISSION EXPIRES 7-31-01

By *[Signature]*
John Schultz
Its President



STATE OF
COUNTY OF

: ss.
:

On this 9th day of Sept., 1999, before me personally came John Schultz, President [title] of RMS, 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.