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07-17-2000

Commerce Office

RECORDATION FORM COVER
TRADEMARKS ONLY



06-13-2000

U.S. Patent & TM Office/TM Mail Receipt #11

OWNER FOR TRADEMARKS: PLEASE RECORD THE ATTACHED

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...REOF

<p>1. Name of conveying party(ies):</p> <p><u>Market Decisions, Inc.</u></p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association</p> <p><input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership</p> <p><input checked="" type="checkbox"/> Corporation-State - Ohio</p> <p><input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> yes <input type="checkbox"/> no</p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: <u>AC Nielsen Market Decisions, Inc.</u></p> <p>Internal Address: _____</p> <p>Street Address: <u>312 Plum Street</u></p> <p>City: <u>Cincinnati</u> State: <u>Ohio</u> Zip: <u>45202</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____</p> <p><input type="checkbox"/> Association _____</p> <p><input type="checkbox"/> General Partnership _____</p> <p><input type="checkbox"/> Limited Partnership _____</p> <p><input checked="" type="checkbox"/> Corporation-State <u>Delaware</u></p> <p><input type="checkbox"/> Other _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> yes <input type="checkbox"/> no (Designation must be a separate document from Assignment)</p> <p>Additional name(s) & address(es) attached? <input type="checkbox"/> yes <input type="checkbox"/> no</p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name</p> <p><input type="checkbox"/> Other _____</p> <p>Execution Date: <u>June 8, 2000</u></p>	

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

A. Trademark Application No.(s):	B. Trademark Registration No.(s):
	<u>1,881,960</u>

Additional numbers attached? yes no

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Patricia B. Hogan</u></p> <p>Internal Address: <u>Keating, Muething & Klekamp, P.L.L.</u></p> <p>Street Address: <u>1400 Provident Tower, One E. 4th Street</u></p> <p>City: <u>Cincinnati</u> State: <u>Ohio</u> Zip: <u>45202</u></p>	<p>6. Total number of applications and registrations involved: <u>1</u></p> <p>7. Total fee (37 CFR 3.41): <u>\$ 40.00</u></p> <p><input checked="" type="checkbox"/> Enclosed</p> <p><input type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number: _____</p> <p>(Attached duplicate copy of this page if paying by deposit account)</p>
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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.

Patricia B. Hogan

Name of Person Signing Signature Date

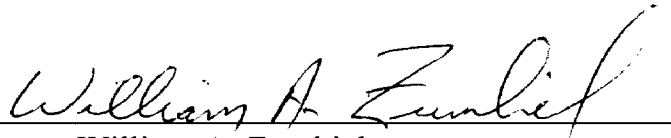
TOTAL NUMBER OF PAGES COMPRISING COVER SHEET: _____

ASSIGNMENT OF A TRADEMARK

WHEREAS, Market Decisions, Inc. of 312 Plum Street, Cincinnati, Ohio 45202-2678 has adopted, used and is using a trademark which is registered, U.S. Registration No. 1,881,960, dated March 7, 1995 for the mark MARKET DECISION;

WHEREAS, AC Nielsen Market Decisions, Inc. of 312 Plum Street, Cincinnati, Ohio 45202-2678 is desirous of acquiring said registered trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Market Decisions, Inc. does hereby nunc pro tunc assign to the said A.C. Nielsen Market Decisions, Inc. right, title, and interest in and to the trademark and the goodwill of the business symbolized thereby.



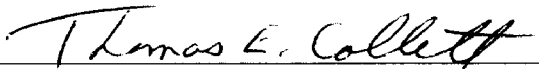
William A. Zumbiel
Vice President

State of Ohio

County of Hamilton

SS:

On this 8th day of June, 19²⁰⁰⁰, before me appeared William A. Zumbiel, the person who signed this instrument, who acknowledged that he/she signed it as a free act on his/her own behalf (or on behalf of the identified corporation or other juristic entity with authority to do so).



(Signature of Notary Public)

THOMAS E. COLLETT Attorney at Law
NOTARY PUBLIC - STATE OF OHIO
My Commission has no expiration
date. Section 147.03 O.R.C.

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