



08-10-2000



ASSIGNMENT FORM COVER SHEET
TRADEMARKS ONLY

7-7.00

TO: The 101428485

Remarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name VNU Advertising Expenditures, Inc.

6/9/00

Formerly

75509811

- Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization New York

Receiving Party

Mark if additional names of receiving parties attached

Name Competitive Media Reporting, LLC

DBA/AKA/TA

Composed of

Address (line 1) 11 W. 42nd Street

Address (line 2)

Address (line 3) New York

City

New York / USA

State/Country

10036

Zip Code

- Individual General Partnership Limited Partnership

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

- Corporation Association

Other Limited Liability Company

Citizenship/State of Incorporation/Organization Delaware

08/10/2000 DNGUYEN 00000037 501275 75509811

FOR OFFICE USE ONLY

01 FC:481 40.00 CH
02 FC:482 175.00 CH

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 002118 FRAME: 0059

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75/509,811"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,740,974"/>	<input type="text" value="2,156,205"/>	<input type="text" value="2,156,203"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,154,615"/>	<input type="text" value="1,850,017"/>	<input type="text" value="1,692,174"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,037,419"/>	<input type="text"/>	<input type="text"/>

Number of Properties Enter the total number of properties involved.

#

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Andrew B. Katz. USPTO No. 34,200

Name of Person Signing

Andrew B. Katz
Signature

6/28/00

Date Signed

TRADEMARK ASSIGNMENT

ASSIGNMENT dated as of June 9, 2000 from and by VNU Advertising Expenditures, Inc., a New York corporation ("Assignor"), to and with Competitive Media Reporting, LLC, a Delaware limited liability company ("Assignee").

WITNESSETH:

WHEREAS, Assignee and Assignor have executed and delivered a Subscription Agreement, dated as of June 9, 2000, (the "Agreement"), providing for the sale of all of the assets of Assignor to Assignee, in the manner and to the extent set forth in the Agreement; and

WHEREAS, this Trademark Assignment is being executed and delivered in order to effect the transfer to Assignee of the Trademarks (as defined below), including, without limitation, the assets set forth on Schedule A hereto which assets are part of the Transferred Assets as defined in the Agreement;

NOW, THEREFORE, pursuant to the Agreement and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignment. Assignor hereby sells, conveys, assigns, transfers and delivers, to Assignee, its successors and assigns to have and to hold the same for the use and enjoyment of Assignee and its successors and assigns, the entire right, title and interest in and to, or arising under, the certain United States and foreign trademarks (together with any registrations or applications therefor, the "Trademarks"), including without limitation those marks registered in the United States and in certain foreign jurisdictions set forth on Schedule A hereto, together with the goodwill of the businesses in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with the right to recover for damages and profits for past or future infringements thereof, the Trademarks to be held and enjoyed by Assignee for its own use and behalf and for the use and behalf of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made.

2. Further Assurances. Assignor, for itself and its successors and assigns hereby agrees with Assignee, its successors and assigns, that Assignor will do, execute and deliver or will cause to be done, executed and delivered all such further acts, transfers, assignments and conveyances, powers of attorney and assurances, and will take all such further action, in order to better assure, convey and confirm unto Assignee, its successors and assigns, all and singular the Trademarks hereby sold, conveyed, assigned and delivered as Assignee, its successors or assigns, shall reasonably request.

3. Subscription Agreement. The execution and delivery of this Assignment shall not be (or be deemed) a waiver or discharge of any representation, warranty, covenant, or agreement of Assignor or Assignee in or under the Agreement and such execution and delivery shall not be deemed a modification of any provision of the Agreement in any respect.


4. Headings. Section headings contained in this Assignment are solely for convenience of reference and shall not affect the meaning or interpretation of this Assignment or of any term or provision hereof.

5. Successors and Assigns. This Assignment shall inure to the benefit of, and be binding upon, the Assignor and Assignee and each of their respective successors and assigns.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be duly executed and delivered as of the date first above written.

VNU ADVERTISING EXPENDITURES, INC.

By: _____


Jeffrey H. Hale, President.

STATE OF NEW YORK)

: ss.:

COUNTY OF NEW YORK)

On this 9th day of June, 2000 before me personally appeared Jeffrey M. Hale, to me known to be the person who executed the foregoing Trademark Assignment, who being by me duly sworn, deposes and says that he resides at ^{128 Bank St.} N.Y., N.Y. 10011, that he is the President of VNU Advertising Expenditures, Inc., a New York corporation, which executed the foregoing Trademark Assignment as the "Assignor"; and that he signed his name thereto pursuant to authority granted to him by the board of directors of such corporation.


Notary Public

ZIAD A. HAMODI
Notary Public, State of New York
No. 01HA6028402
Qualified in New York County
Commission Expires August 2, 2001

Schedule A

TRADEMARKS

VNU Advertising Expenditure Corp.

Trademark	Serial/Reg. No.	Filing/Reg. Date	Next Requirement Due
AdSpender	1,740,974	12/22/92	Renewal/Declaration of Use due 12/22/02
Brandtraq	75/509,811	6/29/98	Approved by the Examining Attorney for publication
CMR	2,156,205	5/12/98	Declaration of Use due 5/12/04
CMR & Design	2,156,203	5/12/98	Declaration of Use due 5/12/04
Competitive Media Reporting	2,154,615	5/8/98	Declaration of Use due 5/8/04
Competitive Media Reporting	1,850,017	8/16/94	Declaration of Use due 8/16/00
MediaWatch	1,692,174	6/9/92	Renewal/Declaration of Use due 6/9/02
Stradegy	2,037,419	2/11/97	Declaration of Use due 2/11/03