

10-11-2000

FORM PTO-
Expires 06/30/99
OMB 0651-0027



U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: 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

Merger Change of Name

Other

Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

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.)

FOR OFFICE USE ONLY

10/06/2000 MTHAI1 00000250 501275 75704779

01 FC:481 40.00 CH
02 FC:482 50.00 CH

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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: 002153 FRAME: 0234

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="75/704,779"/>	<input type="text" value="75/704,780"/>	<input type="text" value="75/704,786"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<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

Signature

Date Signed

TRADEMARK ASSIGNMENT

ASSIGNMENT dated as of June 9, 2000 from and by VNU/Spectra Management Company, Inc., a Delaware corporation ("Assignor"), to and with Competitive Media Reporting, LLC, a Delaware limited liability company ("Assignee").

WITNESSETH:

WHEREAS, Assignor has provided for the sale, conveyance, transfer and delivery of the right, title and interest in and to certain trademarks of Assignor to Assignee, in the manner and to the extent set forth herein; and

WHEREAS Assignee, in consideration of such sale, conveyance, transfer and delivery, has executed and issued a Promissory Note, dated as of June 9, 2000 (the "Effective Date") to pay to the order of Assignor;

NOW, THEREFORE, 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.

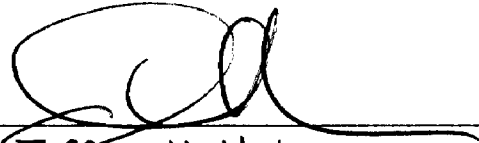
3. Headings. Section headings contained in this Assignment are solely for convenience of reference and shall not affect the meaning or interpretation of this Assignment or of any term or provision hereof.

4. Successors and Assigns. This Assignment shall inure to the benefit of, and be binding upon, Assignor and Assignee and 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/SPECTRA MANAGEMENT COMPANY, INC.

By:


Jeffrey M. Hale
Vice-President

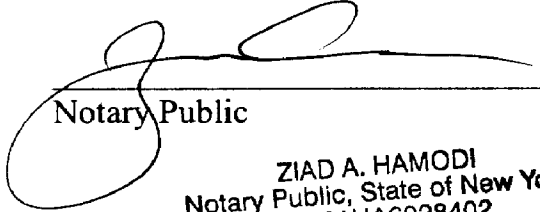
(Form of Acknowledgment)

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. 10014 that he is Vice-President of VNU/Spectra Management Company, Inc. a Delaware 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, 200 1

Schedule A

TRADEMARKS

VNU/Spectra Management Corp.

Trademark	Serial/Reg. No.	Filing/Reg. Date	Next Requirement Due
ADFLASH	75/704,779	5/13/99	Responses due 4/26/00
ADFLASH.CMR.COM	75/704,780	5/13/99	Responses due 4/26/00
ADFLASH.CMR.COM &Design	75/704,786	5/13/99	Responses due 4/26/00

WAA