

10-31-2000



101500480

Docket No.:

T

9-18-00

Tab settings

Attached original documents or copy thereof.

To the Honorable Commissioner of Patents

1. Name of conveying party(ies):

**IntelliQuest Information Group, Inc.**

- Individual(s)
- General Partnership
- Corporation-State **Delaware**
- Other

- Association
- Limited Partnership

Additional names(s) of conveying party(ies)  Yes  No

2. Name and address of receiving party(ies):

Name: **Millward Brown, Inc.**

Internal Address: **535 E. Diehl Road**

Street Address:

City: **Naperville** State: **IL** ZIP: **60563**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership

Corporation-State **Delaware**

Other

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  N

3. Nature of conveyance:

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

Execution Date: **1/3/00**

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,602,753

Additional numbers

Yes  No

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

Name: **Andrew G. DiNovo**

Internal Address:

**2300 First City Tower**

Street Address: **1001 Fannin**

City: **Houston** State: **TX** ZIP: **77002**

6. Total number of applications and registrations involved:.....

1

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

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

**22-0365**

DO NOT USE THIS SPACE

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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.

**Andrew G. DiNovo**

Name of Person Signing

Signature

**9-11-2000**

Date

3

Total number of pages including cover sheet, attachments, and

**CERTIFICATE OF MERGER**  
**of**  
**IntelliQuest Information Group, Inc. (a Delaware corporation)**  
**into**  
**Millward Brown, Inc. (a Delaware corporation)**

Pursuant to Section 251(c) of the  
State of Delaware General Corporation Law

The undersigned, being the Surviving corporation, hereby sets forth as follows:

**FIRST:** The name of the Surviving corporation is Millward Brown, Inc. and its state of incorporation is Delaware.

**SECOND:** The name of the Non-Surviving corporation is IntelliQuest Information Group, Inc. and its state of incorporation is Delaware.

**THIRD:** An Agreement and Plan of Merger has been approved, adopted, certified, executed and acknowledged by each constituent corporation in accordance with Section 251 of the State of Delaware General Corporation Law.

**FOURTH:** The Certificate of Incorporation of Millward Brown, Inc. (a Delaware corporation) shall be the Certificate of Incorporation of the Surviving Corporation.

**FIFTH:** The executed Agreement and Plan of Merger is on file at the principal place of business of the Surviving corporation; the address of said principal place of business is as follows: Millward Brown, Inc., 535 E. Diehl Road, Naperville, IL 60563.

**SIXTH:** A copy of the Agreement and Plan of Merger will be furnished by the Surviving corporation, on request and without cost, to any stockholder of any constituent corporation.

**SEVENTH:** The authorized capital stock of the Non-Surviving corporation which is incorporated under the laws of the State of Delaware is 1,500 shares of Common Stock with no par value.

**EIGHTH:** The merger is to become effective upon filing of this Certificate of Merger with the Secretary of State.

**IN WITNESS WHEREOF,** this certificate is hereby executed this 3<sup>rd</sup> day of January, 2000.

**MILLWARD BROWN, INC.**

By: \_\_\_\_\_

Name: Michael Gettle

Title: Executive Vice President

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**RECORDED: 09/18/2000**

**TRADEMARK  
REEL: 002164 FRAME: 0121**