

05-08-2001



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TRADEMARK
03261-G0000 GSW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	VNU/Spectra Management Corp.
Assignee	SRDS, Inc.
Trademark/Registration No.	SRDS & Design No. 1,907,133; SRDS No. 1,685,263 STANDARD RATE & DATA SERVICE No. 272,605.

Box Assignment
Assistant Commissioner for Trademark
Washington, DC 20231

Trademark Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

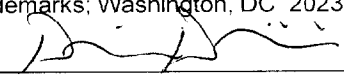
1. Name of conveying party. VNU/Spectra Management Corp.
2. Name and Address of Receiving Party. SRDS, Inc.; 1700 Higgins Road, Des Plaines, IL 60018-5605.
3. Nature of Conveyance: Assignment. Execution Date: April 25, 2001
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Gene S. Winter, Registration No. 28,352
Attorney for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

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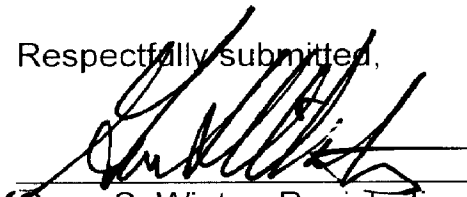
Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment; Commissioner for Patents and Trademarks; Washington, DC 20231.

April 27, 2001


Danielle Dominici

5. Registration Numbers: 1,907,133; 1,685,263; 272,605.
6. Total Number of Applications 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 and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,



Gene S. Winter, Registration No. 28,352
Kathryn Grant Belleau, Esq.
Attorneys for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

Assignment

WHEREAS, VNU/Spectra Management Corp., located at 330 West Wacker Drive, Suite 650, Chicago, IL 60606; (hereinafter referred to as ASSIGNOR) had adopted and owns the trademarks **SRDS & Design No. 1,907,133**; **SRDS No. 1,685,263** and **STANDARD RATE & DATA SERVICE No. 272,605**.

WHEREAS, SRDS, Inc., having offices at 1700 Higgins Road, Des Plaines, IL 60018-5605 (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said 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, its entire right, title and interest in and to the said trademarks **SRDS & Design No. 1,907,133**; **SRDS No. 1,685,263**; **STANDARD RATE & DATA SERVICE No. 272,605**, 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 trademarks, and the right to sue for past infringements thereof.

VNU/Spectra Management Corp.

Dated this 25th day of April 2001.

By Mark S. Miller
Mark Miller
Its ASSISTANT SECRETARY