

06-01-2001

Form PTO-1595  
1-31-92



U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

5.24.01

101735827

TRADEMARKS ONLY

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
**ADSCOPE, INC.**

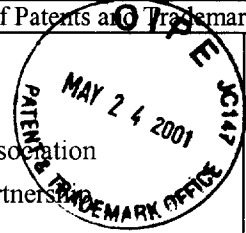
Individual(s)t       Association  
 General Partnership       Partnership  
 Corporation-Oregon  
 Other

Additional name(s) of conveying party(ies) attached?  
 yes       no

2. Name and address of receiving party(ies)?  
**COMPETITIVE MEDIA REPORTING, LLC**  
**11 West 42<sup>nd</sup> Street**  
**11<sup>th</sup> Floor**  
**New York, New York 10036**

Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation- State  
 Other: **Limited Liability Company of Delaware**

Additional name(s) & address(es) attached?  
 yes       no



3. Nature of Conveyance:

Assignment       Merger  
 Security Agreement       Change of Names  
 Other \_\_\_\_\_

Execution Date: **April 30, 2001**

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

If this document is being filed together with a new application, the execution date of the application is:

A. Trademark Application No.(s)	B. Trademark Registration No.(s) <b>SEE EXHIBIT A</b>
	<b>1845854</b>

Additional numbers attached?       Yes       No

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

**SUGHRUE, MION, ZINN, MACPEAK & SEAS, PLLC**  
**2100 Pennsylvania Avenue, N.W.**  
**Suite 800**  
**Washington, D.C. 20037-3213**

6. Total number of applications and registration involved: **2**

7. Total Fee (37 CFR 3.41):      **\$65.00**  
 Enclosed. Please charge any underpayment in connection with this Assignment to Deposit Account No. 19-4880.  
 Authorized to be charged to Deposit Account

8. Deposit Account No. 19-4880  
 (Attach dupl. copy of this page if paying by Deposit Account)

DO NOT WRITE IN THIS SPACE

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.

*Cynthia Clark*      5/24/01  
 Name      Date

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET, ATTACHMENTS AND DOCUMENT:

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion  
 Mail documents to be recorded with required cover sheet information to:  
**Commissioner of Patents and Trademarks**  
**Box Assignments**  
**Washington, D.C. 20231**

**EXHIBIT A**

**SCHEDULE OF TRADEMARKS/SERVICE MARKS**

**Registered Marks**

- ADSCOPE, INC. – Registered on July 19, 1994, U.S. Trademark Registration No. 1845854
- THE GRANDAD REPORT – Registered on March 1, 1994, U.S. Trademark Registration No. 1824389

**Application Pending Marks**

None.

**ASSIGNMENT OF TRADEMARKS/SERVICE MARKS**

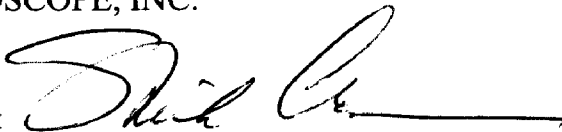
WHEREAS, ADSCOPE, INC., an Oregon corporation ("Seller"), having an address at 55 West 29<sup>th</sup> Avenue, Eugene, Oregon, has used and is using in its business those trademarks/service marks as are set forth in Exhibit A attached hereto; and

WHEREAS, COMPETITIVE MEDIA REPORTING, LLC, a Delaware limited liability company ("Buyer"), having an address at 11 West 42<sup>nd</sup> Street, 11<sup>th</sup> Floor, New York, NY 10036, is desirous of acquiring all right, title and interest in and to those marks together with the goodwill of the business symbolized by the marks and the registrations thereof and applications therefor as set forth in Exhibit A; and

WHEREAS, the parties desire that the assignment of those registrations and applications be made of record in the United States Patent and Trademark Office, and other appropriate patent and trademark offices.

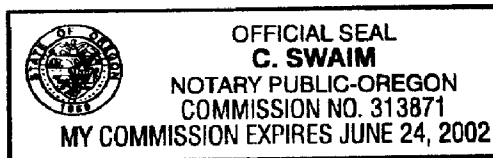
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, Seller hereby assigns to Buyer all right, title and interest in and to the aforesaid marks, together with the goodwill of the business symbolized by those marks, and the registrations thereof and applications therefor as set forth in Exhibit A, and all rights to damages and profits, due or accrued, arising out of past infringements of said trademarks/service marks, and the right to sue for and recover the same.

ADSCOPE, INC.

By:   
Sheila Craven, President

Dated: 4/30, 2001

STATE OF OREGON :  
: SS  
COUNTY OF Same :



Sworn to and subscribed  
before me this 30 day  
of April, 2001

  
NOTARY PUBLIC