

06-05-2001

FORM PTO-1594

1-31-92

53001

RECORDATION FORM COVER SHEET

TRADEMARKS ONLY



101739542

To the Honorable Commissioner of Patents and Trademarks: Please forward the attached original document or certified copy thereof.

1. Name of conveying Party:

US West Marketing Resources Group, Inc.  
198 Inverness Dr. West, Englewood, CO 80112

- Individual(s)
- General Partnership
- Corporation --
- Other \_\_\_\_\_
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?

Yes  No

Name and Address of receiving Party:

Name: **Interactive Market Systems, Inc.**  
a wholly owned subsidiary of VNU Business  
Information Services, Inc.

Address: **11 West 42<sup>nd</sup> Street**  
**New York, NY 10036**

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation --
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:

Yes  No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached?

Yes  No

3. Nature of conveyance:

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

Execution Date: **April 1, 1994**

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

**1,349,023**

Additional sheet attached?  Yes  No

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

**Jacobson Holman PLLC**

400 7th Street, N.W.  
Washington, DC 20004  
Tel. 202-638-6666

Attorney Docket No **10742/T32641US0**

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 No.: **06-1358**

(Attach duplicate copy of this page if paying by deposit account):

DO NOT USE 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.*

Marvin R. Stern  
Name of Person Signing

Signature

May 30, 2001  
Date

Total number of pages including cover sheet, attachments, and document: **4**

## ASSIGNMENT OF TRADEMARKS

WHEREAS, U S WEST Marketing Resources Group, Inc., a corporation duly organized and existing under the laws of Colorado, with its principal place of business located at 198 Inverness Drive West, Englewood, Colorado 80112 ("Assignor"), owns and is using the following trademarks, each of which is federally registered with the United States Patent and Trademark Office on the Principal Register ("Registered Marks"):

|   |                            |
|---|----------------------------|
| ADMAN                                   | Registration No. 1,349,023 |
| BRAXIS                                  | Registration No. 1,787,981 |
| CALIBERPLUS                             | Registration No. 1,714,614 |
| MM+ MEDIA MANAGEMENT<br>PLUS AND DESIGN | Registration No. 1,608,927 |
| MMPLUS                                  | Registration No. 1,598,347 |
| SNAP AND DESIGN                         | Registration No. 1,585,351 |
| ADMONITOR                               | Registration No. 1,736,294 |
| ADMANUSCRIPT AND DESIGN                 | Registration No. 1,700,532 |
| BAM AND DESIGN                          | Registration No. 1,687,702 |
| BUSINESSAD MEDIA                        | Registration No. 1,709,217 |
| MARKETING RESOURCES PLUS                | Registration No. 1,786,515 |

WHEREAS, Assignor also owns and is using the following additional trademarks which have been filed as applications for registration in the United States Patent and Trademark Office ("Pending Marks"):

|  |                            |
|--|----------------------------|
| PR/PROFITS                             | Application No. 74/114,912 |
| MARKETING RESOURCES PLUS<br>AND DESIGN | Application No. 74/187,141 |

WHEREAS, VNU Business Information Services, Inc., a corporation duly organized and existing under the laws of Delaware, acting by and through its wholly owned subsidiary, Interactive Market Systems, Inc., a corporation duly organized and existing under the laws of New York ("Assignee"), is desirous of acquiring all right, title, and interest in and to said Registered Marks and Foreign Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt

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and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell, and transfer to Assignee its entire right, title, and interest in and to the said Registered Marks and Foreign Marks, together with the goodwill of the business associated and symbolized with said Registered Marks and Foreign Marks, and in and to the trademark registrations set forth in the attached Schedules.

The Commissioner of Patents and Trademarks is respectfully requested to issue the Assigned Certificates of Registration for each of the described trademarks to Assignee.

IN WITNESS WHEREOF, Marketing Resources has caused this request to be executed this 1st day of April, 1994.

U S WEST Marketing Resources  
Group, Inc.

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

*Gary C. East*  
Gary C. East  
Vice President and  
Chief Financial Officer

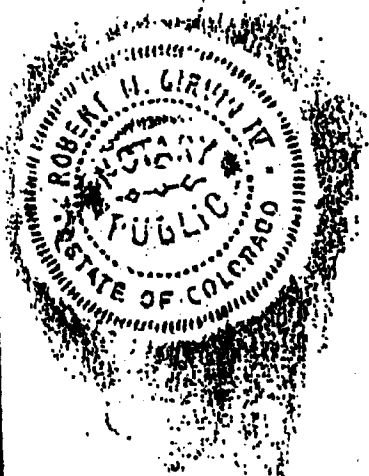
STATE OF COLORADO)

COUNTY OF Summit SS:

On the 15 day of April, 1994, personally appeared before me Garry C. V. LIST, to me known to be the individual named above who executed the within and foregoing instrument, and acknowledged that he signed the same as his free and voluntary act and deed, for the uses and purposes therein mentioned.

Robert M. Girvin II  
Notary Public

My Commission Expires: 1-4-95



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