

06-12-2001

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TRADEMARK  
03211-G0000 GSW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	Bill Communications, Inc.
Assignee	VNU Business Media, Inc.
Registration Nos.	See page 2 number 5 of this document

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. Bill Communications, Inc., a New York Corporation
2. Name and Address of Receiving Party. VNU Business Media, Inc., a Delaware Corporation, located at 770 Broadway, 8th Floor; New York, NY 10003-9595.
3. Nature of Conveyance: Confirmatory Assignment. Execution Date: May 31, 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

06/11/2001 TDI A21 00000083 1536359  
01 FC:481 40.00 OP  
02 FC:482 425.00 OP

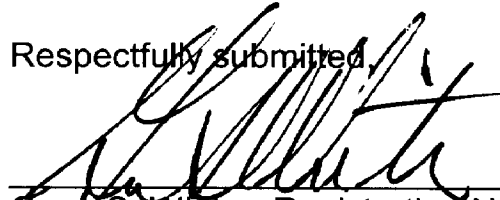
Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment; Commissioner for Patents and Trademarks; Washington, DC 20231.

June 5, 2001

Danielle Dominici

5. Registration Nos.: 1,536,359 1,492,691 848,207 2,110,693 1,458,285  
1,456,956 2,066,761 2,066,386 1,441,428 1,924,020 1,275,125 1,781,335  
963,654 1,737,206 1,724,339 1,639,419 1,576,716 2,251,419
6. Total Number of Applications Involved: 18.
7. Total Fee (37 CFR 3.41). \$465.00 due. A check for this amount is enclosed.
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 4. 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,



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

**Confirmatory Assignment**


**WHEREAS**, Bill Communications, Inc., a New York Corporation, previously located at 355 Park Ave. So. New York, NY 10010-1789, now located at 770 Broadway, 8th Floor, New York, NY 10003-9595; (hereinafter referred to as ASSIGNOR) adopted and owns the trademarks listed on the attached schedule A;

**WHEREAS**, VNU Business Media, Inc., a Delaware Corporation, having offices at 770 Broadway, 8th Floor, New York, NY 10003-9595 (hereinafter ASSIGNEE) acquired all rights, title and interest in and to said trademarks listed on the attached schedule A as of December 30, 2000;

**WHEREAS**, the parties desire to confirm such acquisition by this confirmatory assignment;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, effective as of December 30, 2000, ASSIGNOR assigns, grants, transfers and otherwise conveys to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to said trademarks listed on the attached Schedule A, 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.

**BILL COMMUNICATIONS, INC.**

By   
Eric Rubenstein  
Its Assistant Secretary

**VNU BUSINESS MEDIA, INC.**

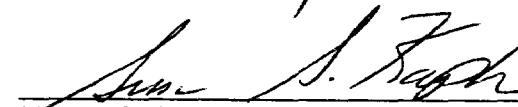
By   
Eric Rubenstein  
Its Assistant Secretary

Subscribed and sworn before me  
this 31 day of May, 2001.

  
Notary Public

**SUSAN KAPLAN**  
Notary Public, State of New York  
No. 01KA5008179  
Qualified in Kings County  
Commission Expires February 15, 2003

Subscribed and sworn before me  
this 31 day of May, 2001.

  
Notary Public

**SUSAN KAPLAN**  
Notary Public, State of New York  
No. 01KA5008179  
Qualified in Kings County  
Commission Expires February 15, 2003

<b>SCHEDULE A</b>			
<b>Status</b>	<b>Name</b>	<b>Serial Number</b>	<b>Reg. Num.</b>
Registered	SURVEY OF BUYING POWER	73/734,746	1,536,359
Registered	SALES BUILDERS	73/671,604	1,492,691
Registered	PLASTICS TECHNOLOGY	72/269,624	848,207
Registered	INCENTIVE	75/188,983	2,110,693
Registered	SALES AND MARKETING MANAGEMENT	73/623,811	1,458,285
Registered	PLASPEC	73/624,318	1,456,956
Registered	SALES AND MARKETING MANAGEMENT	75/080,042	2,066,761
Registered	MARKETPOWER	75/010,370	2,066,386
Registered	SUCCESSFUL MEETINGS DATA BANK	73/623,813	1,441,428
Registered	ARIES	74/566,354	1,924,020
Registered	SUCCESSFUL MEETINGS	73/412,719	1,275,125
Registered	CORPORATE CONNECTION	74/015,268	1,781,335
Registered	SM	72/419,499	963,654
Registered	SUCCESSFUL MEETINGS PINNACLE AWARD	74/219,422	1,737,206
Registered	PINNACLE	74/181,998	1,724,339
Registered	INCENTIVE	74/001,442	1,639,419
Registered	BUYING POWER INDEX	73/733,834	1,576,716
Registered	PT AUXILIARIES	75/472,273	2,251,419

St. Onge Steward Johnston Reens LLC

RECORDED: 06/07/2001

TRADEMARK  
REEL: 002311 FRAME: 0986