

08-06-2001



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TRADEMARK
00993-G0000 GSW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | | |
|-------------------|---------------------------|-----------|-----------|
| Assignor | Bill Communications, Inc. | | |
| Assignee | VNU Business Media, Inc. | | |
| Registration Nos. | 1,612,291 | 1,734,187 | 2,102,420 |
| | 2,127,296 | 1,994,218 | 2,034,387 |

Box Assignment
Assistant Commissioner for Trademark
Washington, DC 20231

Trademark Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

07/30/01

- Name of conveying party. Bill Communications, Inc., a New York Corporation
- Name and Address of Receiving Party. VNU Business Media, Inc., a Delaware Corporation, located at 770 Broadway, 8th Floor; New York, NY 10003-9595.
- Nature of Conveyance: Confirmatory Assignment. Execution Date: May 31, 2001
- 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

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.

July 26, 2001

Danielle Dominici

08/03/2001 LNUELLER 00000213 1612291

01 FC:481 40.00 OP
02 FC:482 125.00 OP

5. Registration Nos.: 1,612,291 1,734,187 2,102,420 2,127,296
1,994,218 2,034,387

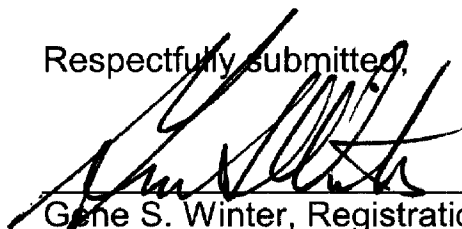
6. Total Number of Applications Involved: 6.

7. Total Fee (37 CFR 3.41). \$165.00 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,



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

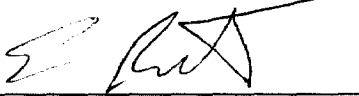
WHEREAS, Bill Communications, Inc., a New York Corporation, previously located at 355 Park Ave. So. New York, NY 10010-1789, now located at 770 Broadway, 8th Floor, New York, NY 10003-9595; (hereinafter referred to as ASSIGNOR) adopted and owns the trademarks listed on the attached schedule A;

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.

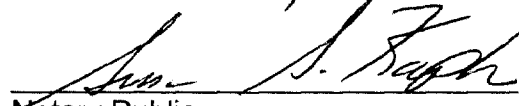
By 
Eric Rubenstein
Its Assistant Secretary

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

SCHEDULE A

| <u>Status</u> | <u>Name</u> | <u>Serial Number</u> | <u>Reg. Num.</u> |
|---------------|-------------------------|----------------------|------------------|
| Registered | MARKET STATISTICS | 73/733,835 | 1,612,291 |
| Registered | DEMOGRAPHICS USA | 74/160,880 | 1,734,187 |
| Registered | DEMOGRAPHICS USA | 75/172,687 | 2,102,420 |
| Registered | DEMOGRAPHICS USA | 75/226,292 | 2,127,296 |
| Registered | MARKETINTELLECT | 74/646,283 | 1,994,218 |
| Registered | THE MARKETBUY REPORT | 74/660,872 | 2,034,387 |

St. Onge Steward Johnston Reens LLC

RECORDED: 07/30/2001

TRADEMARK
REEL: 002340 FRAME: 0302