| •                | New Assignment                                                                                                                                       | 09-13-2                  | 001 =                                                                                                                                                          | Reference Nos. 3                                        | 0171/604US & /605US                       |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|-------------------------------------------|
|                  |                                                                                                                                                      |                          | E .                                                                                                                                                            | ET                                                      |                                           |
| ` `              | To the Honorable Commissione thereof.                                                                                                                | 101840                   | 455 at                                                                                                                                                         | tached original do                                      | ocuments or copies                        |
|                  | Name of conveying party(ie     COMPACT DISC WORLD                                                                                                    | s): <b>8.</b> %.0)       | 2. Name and ad<br>VNU MARKE                                                                                                                                    | dress of receiving                                      |                                           |
|                  | ☐General Partnership ☐<br>☑Corporation-State: New Jers                                                                                               |                          | a Delaware co<br>11 West 42 <sup>nd</sup><br>New York, N                                                                                                       | Street                                                  | 08-29-2001                                |
|                  | □Other Additional name(s) of conveying party(ies) attached? □Yes □No  Effective Date: April 14, 1998 (04141998)                                      |                          | ☐ Individual(s)citizenship: ☐ Association: ☐ General Partnership: ☐ Limited Partnership: ☐ Corporation-State: Delaware                                         |                                                         |                                           |
|                  |                                                                                                                                                      |                          |                                                                                                                                                                |                                                         |                                           |
|                  | 3. Nature of Conveyance:                                                                                                                             |                          |                                                                                                                                                                |                                                         |                                           |
|                  |                                                                                                                                                      | Merger<br>Change of Name | If assignee is not domiciled in the United States, a domestic representative designation is attached:  □Yes ⊠No  (Designation must be a separate document from |                                                         |                                           |
|                  | Execution Date: July 30, 2001                                                                                                                        |                          | Assignment). Additional name(s) & address(es) attached?                                                                                                        |                                                         |                                           |
|                  | Total Number of Pages in Conveyance Document Including Attachments: 2                                                                                |                          | □Yes ⊠No                                                                                                                                                       |                                                         |                                           |
|                  | 4. Application number(s) or registration number(s):                                                                                                  |                          |                                                                                                                                                                |                                                         |                                           |
|                  | B. Trademark Registration No.(s)                                                                                                                     |                          |                                                                                                                                                                |                                                         |                                           |
|                  | 2,327,647<br>2,386,774                                                                                                                               |                          |                                                                                                                                                                |                                                         |                                           |
|                  | Additional numbers attached? □Yes ⊠No                                                                                                                |                          |                                                                                                                                                                |                                                         |                                           |
|                  | 5. Mail correspondence to:                                                                                                                           |                          | 6. Total number involved                                                                                                                                       |                                                         | s and registrations                       |
|                  | Michael R. Graham<br>MARSHALL, GERSTEIN & BOY<br>6300 Sears Tower 233 So<br>Chicago, Illinois 60606                                                  |                          |                                                                                                                                                                | a check in the aursuant to 37 C.I                       | mount of <u>\$65.00</u> , the F.R. §3.41. |
| 2/2001 G         | (312) 474-6300                                                                                                                                       | 1                        | any deficiency additional fees                                                                                                                                 | in the amount of which may be                           | required under 37                         |
| FC:481<br>FC:482 | 40.00 DP<br>25.00 DR                                                                                                                                 |                          | Deposit Accoun                                                                                                                                                 | or credit any ove<br>nt No. 13-2855.<br>orm Cover Sheet | A copy of this                            |
|                  | 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. |                          |                                                                                                                                                                |                                                         |                                           |
|                  | Michael R. Graham Name of Person Signing Signature Date                                                                                              |                          |                                                                                                                                                                |                                                         |                                           |
|                  |                                                                                                                                                      | 8                        | $\mathcal{U}$                                                                                                                                                  |                                                         | 11                                        |

## CONFIRMATORY TRADEMARK ASSIGNMENT

THIS AGREEMENT is being entered into, nunc pro tune, effective as of April 14, 1998, between the parties, confirming the previous transfer of assets executed pursuant to the Asset Purchase Agreement between the parties and reaffirming the assignment of trademark rights and the good will of the business associated with those trademarks as previously affected on the following basis:

WHEREAS, Compact Disc World, a New Jersey corporation located and doing business at 635 Montrose Avenue, South Plainfield, New Jersey 07080 (hereinafter referred to as "Assignor") owned and used the marks TRANSACTIONS ARE POWER and TAP in connection with providing marketing and demographic information regarding purchasing decisions of customers of musical recordings over a global computer network, and U.S. Trademark Registrations Nos. 2,327,647 and 2,386,774 (hereafter "the marks"); and

WHEREAS, VNU Marketing Information Inc., a Delaware corporation, located and doing business at 11 West 42<sup>nd</sup> Street, New York, NY, 10036 (hereinafter referred to as "Assignee") was desirous of acquiring Assignor's business associated with the aforesaid services, and acquiring the marks TRANSACTIONS ARE POWER and TAP, the good will associated therewith, and the registrations thereof;

WHEREAS, on or about April 14, 1998, Assignor did assign unto said Assignee, all of Assignor's rights, title and interest in and to and the marks TRANSACTIONS ARE POWER and TAP, and U.S. Trademark Registrations Nos. 2,327,647 and 2,386,774 for said marks, along with the business and the good will of the business associated with said marks; and

WHEREAS, Assignee, in the Asset Purchase Agreement of April 14, 1998, empowered Assignor to execute and perform further acts necessary to continue with the registration of the

TRADEMARK
REEL: 002365 FRAME: 0448

marks and to give effect to the provisions of the April 14, 1998 Asset Purchase Agreement until such time as this Agreement could be perfected by recordation of the Agreement with the Patent and Trademark Office;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor confirms and affirms that on April 14, 1998, it did sell, transfer, convey and assign unto Assignee, its successors, and assigns, all right, title and interest in and to the marks TRANSACTIONS ARE POWER and TAP, U.S. Trademark Registrations Nos. 2,327,647 and 2,386,774 for said marks, and the business and good will of the business in connection with which the said marks are used along with the rights to register the marks and to sue for past infringements thereof.

IN WITNESS WHEREOF, the said Assignor has hereunto signed its name on the date indicated below.

COMPACT DISC WORLD

By: David Lang
Name: DAvid LANG
Title: President
Date: July 30, 2001

RECORDED: 08/29/2001