

12-21-2001

FORM PTO-1594 (Rev. 8-93)

4/5/01

RE OF



U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

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

12-21-01

101922999

Atty Docket No. RE

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

1. Name of conveying party(ies):

R.L. Polk & Company

04-05-2001

U.S. Patent & TMO/TM Mail Rcpt Dt. #68

- Individuals(s)
- General Partnership
- Corporation-State Delaware
- Other
- Association
- Limited Partnership

Additional names(s) of conveying party(ies) attached Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other Asset Purchase Agreement
- Merger
- Change of Name

Execution Date: February 9, 2000

Name and address of receiving party(ies)
Name: Equifax- Inc.

Internal Address:

Street Address: 1550 Peachtree St., N.W.

City: Atlanta State: GA Zip: 30309

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Georgia
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

Additional names(s) & address(es) attached? Yes No

4. Application numbers(s) or patent numbers(s):

A. Trademark Application No.(s)
See Schedule 1.1(a)(ix) attached to agreement

B. Trademark Registration No.(s)
See Schedule 1.1(a)(ix) attached to agreement

Additional numbers attached? Yes No

75116333

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

Name: William H. Brewster

Internal Address:

Street Address: 1100 Peachtree St., Suite 2800

City: Atlanta State: GA Zip: 30309

6. Total number of applications and registrations involved: 12

7. Total fee (37 CFR 3.41).....\$ 315.00

Enclosed

Authorized to be charged to deposit account

The Commissioner is authorized to charge any deficiency in the required fee or credit any over payment to Deposit Account No. 11-0860.

8. Deposit account number:

11-0860

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.

Christine P. James
Name of Person Signing

Christine P. James
Signature

4/5/01
Date

Total number of pages including cover sheet, attachments, and document: 74

04/18/2001 LABELLER 0000024 75 333 40.000 CP 275.000 UF

2/8/00 4:05 pm

Schedule 1.1(a)(ix)
CIS TRADEMARKS

The following Schedule sets forth the CIS Trademarks which are included in the CIS Purchased Assets.

| COUNTRY | MARK | STATUS | CURR REG. /APPLN. NO. | EXPIRES | OWNER |
|----------------|---|------------------------|-----------------------|-----------------------------|-----------------------------|
| (1) USA | BUYER'S CHOICE | Filed | 75116333 ✓ | 2/373132 | R. L. Polk & Co. ✓ |
| (2) USA | CHOICEMAIL | Filed | 75116332 ✓ | 2/347436 | R. L. Polk & Co. ✓ |
| (3) USA | CHOICEMAIL | Filed | 75151248 ✓ | 2/355522 | R. L. Polk & Co. ✓ |
| | | Office Action pending. | | | |
| USA | CHRONOGRAPHICS | Filed | 75009122 | The Polk Company | ✓ |
| (4) USA | HIGH-TECH CONNECT | Filed | 75799030 ✓ | abandoned | R. L. Polk & Co. |
| (5) USA | HIGH-TECH CONNECT | Filed | 75799033 ✓ | " " | R. L. Polk & Co. |
| (6) USA | INFOTYME | Registered | 1873712 ✓ | 17JA2005 | R. L. Polk & Co. |
| (7) USA | LEADMAKER | Registered | 1896034 ✓ | 30MY2005 | R. L. Polk & Co. |
| (8) USA | MULTISOURCE | Filed | 75736590 ✓ | abandoned | R. L. Polk & Co. |
| | | Office Action pending. | | | |
| (9) USA | MULTISOURCE | Filed | 75603316 ✓ | " " | R. L. Polk & Co. |
| USA | NATIONAL DEMOGRAPHICS & LIFESTYLES | Registered | 1625161 | 27NO2000 | The Polk Company |
| USA | NDL | Registered | 1299063 ✓ | 02OC2004 | The Polk Company |
| USA | NDL (SPECIALIZED DESIGN) | Registered | 1319806 | 2FE2009 | The Polk Company |
| (10) USA | POLK CITY DIRECTORY | Registered | 2203474 ✓ | 17NO2008 | R. L. Polk & Co. |

2/8/00 4:05 pm

| | | | | | |
|----------|---|--|--------------------|---------------------|-----------------------------|
| USA | SCOUT | Registered | 1749569 | 26JA2003 | The Polk Company |
| | | Correction to Certificate of Registration pending. | | | |
| USA | THE LIFESTYLE CENSUS | Registered | 1478957 | 01MR2008 | The Polk Company |
| USA | THE LIFESTYLE MONITOR | Registered | 1247864 | 09AU2003 | The Polk Company |
| USA | THE LIFESTYLE NETWORK | Registered | 1482668 | 29MR2008 | The Polk Company |
| USA | THE LIFESTYLE SELECTOR | Registered | 1154150 | 12MA2001 | The Polk Company |
| USA | THE LIFESTYLE SELECTOR (PEOPLE DESIGN) | Registered | 1183196 | 22DE2001 | The Polk Company |
| USA | THE LIFESTYLE SELECTOR (PEOPLE DESIGN) | Registered | 1150610 | 07AP2001 | The Polk Company |
| USA | THE MARKETING WORKBENCH | Registered | 1842542 | 28JE2004 | The Polk Company |
| USA | THE NEIGHBORHOOD SELECTOR | Registered | 1443504 | 16JE2007 | The Polk Company |
| (11) USA | TOTALIST | Registered | 2096448 | 16SE2007 | R. L. Polk & Co. |
| (12) USA | TOTALIST PC | Registered | 2001305 | 17SE2006 | R. L. Polk & Co. |

Schedule I.i(e) (ix)

ASSET PURCHASE AGREEMENT

This ASSET PURCHASE AGREEMENT (this "Agreement"), dated as of February 9, 2000, is made and entered into by and among R.L. POLK & CO., a Delaware corporation ("RLP"), and THE POLK COMPANY, a Delaware corporation ("TPC") (RLP and TPC are sometimes referred to herein individually as a "Seller" and jointly and severally as the "Sellers"), EQUIFAX INC., a Georgia corporation ("Parent" and "Purchaser"). Capitalized terms not otherwise defined herein shall have the meanings set forth in Article 14.

WITNESSETH:

WHEREAS, TPC is a wholly-owned subsidiary of RLP, and Polk-(Verity) Verdad Costa Rica S.A., a Costa Rican corporation ("Polk Costa Rica"), is a wholly owned subsidiary of TPC; and

WHEREAS, Sellers are engaged in the CIS Business and certain other businesses; and

WHEREAS, Parent, either directly or through one or more of its Affiliates to be designated in writing by Parent to Sellers (any such Purchaser or Purchasers together with the Parent, a "Purchaser" and, collectively, the "Purchasers"), desires to acquire from Sellers the CIS Business and the assets of Sellers used in the conduct of the CIS Business including without limitation the issued and outstanding capital stock of Polk Costa Rica and assume certain liabilities of Sellers arising from the conduct of the CIS Business; and

WHEREAS, Parent and Sellers will enter into a Master Licensing and Services Agreement in the form attached hereto as Exhibit A at the Closing (the "Master Licensing Agreement"); and

WHEREAS, contemporaneously with the execution and delivery by Purchaser and Sellers of this Agreement, Purchaser, Polk-Canada Ltd/Polk Canada Ltee ("Polk Canada") and RLP are entering into a Stock and Asset Purchase Agreement (the "Polk Canada Purchase Agreement"); and

WHEREAS, it is the intention of the parties hereto that the Polk Canada Purchase Agreement shall close simultaneously with the Closing of this Agreement.

NOW, THEREFORE, in consideration of the mutual covenants and agreements set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, the parties hereto agree as follows:



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

JUNE 27, 2001

PTAS



101679989A

WILLIAM H. BREWSTER
1100 PEACHTREE ST., SUITE 2800
ATLANTA, GA 30309

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF NON-RECORDATION OF DOCUMENT

DOCUMENT ID NO.: 101679989

THE ENCLOSED DOCUMENT HAS BEEN EXAMINED AND FOUND NON-RECORDABLE BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. THE REASON(S) FOR NON-RECORDATION ARE STATED BELOW. DOCUMENTS BEING RESUBMITTED FOR RECORDATION MUST BE ACCOMPANIED BY A NEW COVER SHEET REFLECTING THE CORRECT INFORMATION TO BE RECORDED AND THE DOCUMENT ID NUMBER REFERENCED ABOVE.

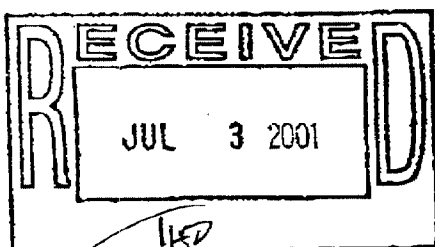
THE ORIGINAL DATE OF FILING OF THIS ASSIGNMENT DOCUMENT WILL BE MAINTAINED IF RESUBMITTED WITH THE APPROPRIATE CORRECTION(S) WITHIN 30 DAYS FROM THE DATE OF THIS NOTICE AS OUTLINED UNDER 37 CFR 3.51. THE RESUBMITTED DOCUMENT MUST INCLUDE A STAMP WITH THE OFFICIAL DATE OF RECEIPT UNDER 37 CFR 3. APPLICANTS MAY USE THE CERTIFIED PROCEDURES UNDER 37 CFR 1.8 OR 1.10 FOR RESUBMISSION OF THE RETURNED PAPERS, IF THEY DESIRE TO HAVE THE BENEFIT OF THE DATE OF DEPOSIT IN THE UNITED STATES POSTAL SERVICE.

SEND DOCUMENTS TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231. IF YOU HAVE ANY QUESTIONS REGARDING THIS NOTICE, YOU MAY CONTACT THE INDIVIDUAL WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723.

- 1. IN ORDER TO RECORD THIS TRADEMARK DOCUMENT IN THE ASSIGNMENT DIVISION, PLEASE SPECIFY WHICH TRADEMARK (APPLICATION OR REGISTRATION) NUMBERS YOU WANT RECORDED

MARY BENTON, EXAMINER
ASSIGNMENT DIVISION
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(703) 308 7124



CPI Docketing
Initials *[Signature]*
Date *[Signature]*