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Form PTO-1594
(Rev. 6-93)
OMB No. 0651-0011 (exp. 4/94)

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102016839

To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

MEDIA PASSAGE, INC.

1.29.02

- Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State (Washington)
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: November 14, 2001

2. Name and address of receiving party(ies)

Name: VALASSIS COMMUNICATIONS, INC.

Internal Address: _____

Street Address: 19975 Victor Parkway

City: Livonia State: MI ZIP: 48152

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

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

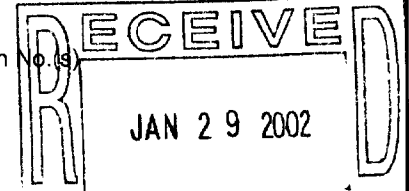
(Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,307,418
~~2,348,276~~



Additional numbers attached? Yes No

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

Name: Elizabeth F. Janda, Esq.

Internal Address: Brooks & Kushman P.C.

Street Address: 1000 Town Center

22nd Floor

City: Southfield State: MI Zip: 48075

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41) \$ 65.00

- Enclosed
 Authorized to be charged to Deposit Account

8. Deposit Account number:

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

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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.

Elizabeth F. Janda
Name of Person Signing

Elizabeth F. Janda
Signature

11-16-01
Date

Total number of pages including cover sheet, attachments, and document: 3

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01 FC:481
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