FORM PTO-1594 (Rev. 6-93) RE( 02	-12-2002	SHEET		IT OF COMMERCE
OMB No. 0651-0011 (exp. 4/94)		•	ratent at	id Trademark Office
1 ab seπings ⊃ ⊃ ⊃ ▼	(1921 START 1981A START START (1922 STATE 1991		▼	▼
To the Honorable Commissioner of Pa. 10	2016516	ached origina	documents or copy	thereof.
1. Name of conveying party(ies):  / 24 · 0  BBI Marketing Services, Inc.	4·02 Name:_1		eceiving party(ies)	
□ Individual(s) □ Association □ General Partnership □ Limited Partnership ☑ Corporation-State (Delaware) □ Other  Additional name(s) of conveying party(ies) attached? □ Yes ☒ N	Street Ac	Street Address: 50 E. RiverCenter Blvd., Suite    1000 City: Covington State: KY ZIP: 41011    Individual(s) citizenship   Association		
3. Nature of conveyance:  2 Assignment	F Name  If assignee is not is attached: (Designations miles)	ral Partnership_ed Partnership_pration-Statef t domiciled in the Unit		
4. Application number(s) or patent number(s):				PER VALE
A. Trademark Application No.(s)  (see attached Exhibit A)	l	emark Registrat	J/	N 2 4 2002
Additional r	lumbers attached? □ Yes &	l No		
5. Name and address of party to whom correspondent concerning document should be mailed:		mber of applica ions involved:		5
Name: John D. Poffenberger, Esq.  Internal Address: WOOD, HERRON & EVANS, L	Encl	osed	\$140.00 arged to deposit a	
Street Address: 2700 Carew Tower	8. Deposit		iencies occur	
City: Cincinnati State: OH ZIP: 45	<del></del>		non il nacione le col	enit gancunt\
,	O NOT USE THIS SPACE	plicate copy of this	page if paying by dep	osit account)
C:48: 40.00 0P				
9. Statement and signature.  To the best of my knowledge and belief, the foregoing the original document.  John D. Poffenberger  Name of Person Signing	ng information is true an	d correct and a	nny attached copy	is a true copy of

Signature

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

μ,

TRADEMARK PROPERTY OF BBI Marketing Services, Inc.

COUNTRY DOCKET NO.

MARK

BASES ATTVISOR

46365

United States

76/161,762 11/08/2000

CLASS(ES):

SERIAL NO. FILE DATE

REG. DATE REG. NO.

CODE/MATTER STATUS

BBU 75 Filed

NEXT RENEWAL:

GOODS:

OWNER: BBI Marketing Services, Inc

45305 United States

BBU 63 Filed

BASES BRAND ADVISOR

CLASS(ES): IN

BBI Marketing Services, Inc 76/002,958 03/17/2000

NEXT RENEWAL: OWNER:

GOODS: Market research services

45522 United States

BASES PRICE ADVISOR

04/25/2000 76/033,606

> Filed BBU 74

OWNER: BBI Marketing Services, Inc CLASS(ES): IN

NEXT RENEWAL:

GOODS: Market research services

United States

BASES PRODUCT ADVISOR

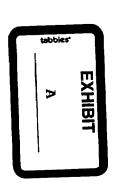
CLASS(ES): IN ა 5

> 03/30/2000 76/013,877

OWNER: BBI Marketing Services, Inc NEXT RENEWAL:

GOODS: Market research services

Filed



**TRADEMARK REEL: 002444 FRAME: 0033** 

STRATEGY ADVISOR

TRADEMARK PROPERTY OF BBI Marketing Services, Inc.

COUNTRY DOCKET NO.

CLASS(ES): IN35 CWNER: BBI Marketing Services, Inc NEXT RENEWAL: 06/05/2011 GOODS: Market research services

United States 41863

75/555,838 09/21/1998

2,458,730 06/05/2001

BBU 55 Registered

SERIAL NO. FILE DATE

REG. NO. REG. DATE

CODE/MATTER STATUS

PAGE:

2

**TRADEMARK** REEL: 002444 FRAME: 0034

## ASSIGNMENT OF TRADEMARKS

WHEREAS, BBI Marketing Services, Inc., a corporation of Delaware, having a place of business at 50 E. RiverCenter Boulevard, Suite 1000, Covington, Kentucky 41011 has adopted, used in its business, and not abandoned, the registered trademarks and pending applications for registration of trademarks identified on the attached Exhibit A;

WHEREAS, BBIO, Inc., a corporation of Kentucky, having a place of business at 50 E. RiverCenter Boulevard, Suite 1000, Covington, Kentucky 41011, is desirous of acquiring the entire right, title and interest in and to said registered trademarks and pending trademark applications, together with the good will of the business in connection with which said trademarks are used.

NOW, THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration to it in hand paid, the receipt of which is hereby acknowledged, said BBI Marketing Services, Inc., by these presents does sell, assign and transfer unto the said BBIO, Inc., the entire right, title and interest in and to the aforesaid trademark registrations and pending trademark applications, together with the good will of the business symbolized by the marks and registrations therefor, and together with all claims, demands, rights, chooses in action and rights of recovery for past infringement thereof, the same to be held and enjoyed by the said BBIO, Inc. for its own use and behoof and for that of its successors and assigns as fully and entirely as the same would have been held and enjoyed by the said BBI Marketing Services, Inc. had this sale, assignment and transfer not been made.

## BBI MARKETING SERVICES, INC.

**TRADEMARK** 

REEL: 002444 FRAME: 0035

	By: Michael J. Khen
	Michael J. Huber
$\mathcal{O}\mathcal{U}$ .	Senior Vice-President/Chief Financial Officer
STATE of his	
71 .14	ss:
COUNTY of Samilton	
	and known to me to be the person aforesaid who duly acknowledged rument to be his voluntary act and deed and who executed the same
(SEAL)	Notary Public  JUDITH A. DETZEL-BROWN  Notary Public, State of Onio  My Commission Expires July 27, 2003

k:\user\msk\forms\assignment of trademarks.bbi

RECORDED: 01/24/2002