

05-09-2002



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

102082838

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

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

1. Name of conveying party(ies):

4/22/02

BBI Marketing Services, Inc.

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, 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:

3/29/02

2. Name and address of receiving party(ies)

Ipsos FMC, Inc.

Name: Internal c/o Ipsos America, Inc. Address:

Street Address: 1700 Broadway City: New York State: NY Zip: 10019

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State, 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) 1,432,196 2,212,973 2,228,900

Additional number(s) attached Yes No

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

Name: Emma C. Solaun, Esq.

Internal Address: c/o Holland & Knight LLP

Street Address: 195 Broadway

City: New York State: NY Zip: 10007

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41): \$ 90.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number: 501542

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

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.

Emma C. Solaun

Name of Person Signing

Signature

Date 4/11/02

Total number of pages including cover sheet, attachments, and document: 7

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

05/09/2002 6TOM11 00000031 501542 1432196

01 FC:481 40.00 CH 02 FC:482 50.00 CH

TRADEMARK REEL: 002501 FRAME: 0886

**TRADEMARK ASSIGNMENT**

**WHEREAS**, pursuant to an Asset Purchase Agreement dated the date hereof, BBI Marketing Services Inc., a Delaware corporation ("Assignor"), agreed to convey to Ipsos FMC, Inc., a Delaware corporation ("Assignee"), and Assignee agreed to acquire from Assignor, certain tangible and intangible assets of Assignor, including all right, title and interest of Assignor in and to the trademarks and service marks and applications and registrations therefor set forth on Exhibit 1 hereto (hereinafter collectively called the "Marks"), together with the goodwill appurtenant to the Marks; and

**WHEREAS**, Assignor desires to assign the Marks, together with the goodwill appurtenant to the Marks, to Assignee;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest as Assignor may possess in and to the Marks anywhere in the world, together with the goodwill appurtenant to the Marks, and including all income, royalties, damages and payments now or hereafter due or payable by any third party with respect to the Marks, and all causes of action (at law or in equity) and all rights to sue, counterclaim and recover for past, present and future infringement of the rights granted hereby.

IN WITNESS WHEREOF, the Assignor and Assignee have executed this

Assignment as of the 29 day of MARCH 2002.

ASSIGNOR:

ASSIGNEE:

BBI MARKETING SERVICES INC.

IPSOS FMC, INC.

By: Michael J. Rubin

By: \_\_\_\_\_

Its: Vice President

Its: \_\_\_\_\_

IN WITNESS WHEREOF, the Assignor and Assignee have executed this

Assignment as of the 29 day of March 2002.

ASSIGNOR:

ASSIGNEE:

BBI MARKETING SERVICES INC.

IPSOS FMC, INC.

By: \_\_\_\_\_

By: B. S. N.

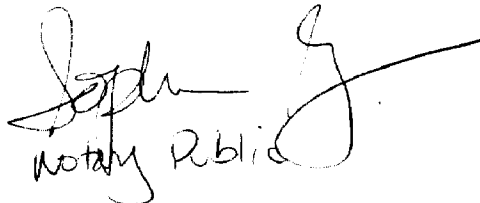
Its: \_\_\_\_\_

Its: Treasurer and Chief Financial Officer

State of New York }

County of New York }

On the 26 day of March, 2002, before me came Richard S. Nakhman to me known, who being by me duly sworn, did depose and say that he resides in New York, New York that he is the Treasurer of Ipsos FMC, Inc., the corporation described in, and which executed, the foregoing instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the board of directors of said corporation; and that he signed his name thereto by like order.

  
Notary Public

SOPHIA BRYAN  
Notary Public, State of New York  
No. 01BR6042226  
Qualified in Queens County  
Certificate Filed in New York  
Commission Expires May 5, 2002

State of Ohio }

County of Hamilton }

On the 27 day of March, 2002, before me came MICHAEL J. HUBER to me known, who being by me duly sworn, did depose and say that he resides in CINCINNATI, OHIO, that he is the VICE PRESIDENT of BBI Marketing Services Inc., the corporation described in, and which executed, the foregoing instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the board of DIRECTORS of said corporation; and that he signed his name thereto by like order

*Judith A. Detzel-Brown*  
**JUDITH A. DETZEL-BROWN**  
Notary Public, State of Ohio  
My Commission Expires July 27, 2003

**EXHIBIT 1 TO TRADEMARK ASSIGNMENT**

of BBI Marketing Services Inc., a Delaware corporation ("Assignor")

<u>Mark</u>	<u>Owner</u>	<u>Country</u>	<u>App. No./ Serial No.</u>	<u>Goods/Services</u>	<u>Status Doc. No.</u>	<u>Reg. No. Reg. Date</u>
CONCEPT DESIGNER	BBI Marketing Services Inc.	United States	591,747	Marketing research services in Class 35	Registered 20543	1,432,196 03/10/1987
DEMANDSCAN	BBI Marketing Services Inc.	United States	75/475,404	Market research services utilizing computerized on-line survey panels in Class 35	Registered 41174`	2,228,900 03/02/1999
VANTIS INTERNATIONAL	BBI Marketing Services Inc.	United States	75/404,308	Market research services in Class 35	Registered 40357	2,212,973 12/22/1998

Unregistered mark: MARKET SIMULATOR

NYCI #448519 v3

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