

06-28-2002

FORM PTO-1595  
(Rev. 6-93)

RECORDA



SHEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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

6-10-02 TR

102138440

ONLY

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

<p>1. Name of conveying party(ies):</p> <p>Quadrix Corporation</p> <p><input type="checkbox"/> Individual(s)                      <input type="checkbox"/> Association</p> <p><input type="checkbox"/> General Partnership              <input type="checkbox"/> Limited Partnership</p> <p><input checked="" type="checkbox"/> Corporation - <u>State of Illinois</u></p> <p><input type="checkbox"/> Other</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: <b>ShopperTrack RCT Corporation</b></p> <p>Internal Address:</p> <p>Street Address: <b>5511 North Cumberland</b></p> <p>City: <b>Chicago</b> State: <b>IL</b> ZIP: <b>60656-1471</b></p>
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3. Nature of conveyance:

Assignment                       Merger

Security Agreement               Change of Name

Other

Effective Date: **December 18, 2001**

Individual(s) citizenship

Association

General Partnership

Limited Partnership

Corporation - State of Illinois

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) of conveying party(ies) attached?  Yes  No

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

A. Trademark Application No(s).

75/638,100 NRTI

B. Trademark Registration No(s).

1,674,091	SHOPPERTRAK
1,933,636	FASTLANE
2,075,373	SHOPPERPULSE
2,216,943	MAKE EVERY SHOPPER COUNT
2,311,864	RCT & Design
2,374,624	EP
2,378,867	THE PEOPLE COUNTER
2,389,326	ENTRANCE PROCESSOR
2,508,447	TRAFFIC ANALYZER

Additional numbers attached?  Yes  No

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

Name: **Craig J. Lervick, Esq.**

Firm: **Oppenheimer Wolff & Donnelly LLP**

Internal Address: **Suite 3300**

Street Address: **45 South Seventh St.**

City: **Minneapolis** State: **MN** ZIP: **55402-1609**

Our File No.: **14862/200**

6. Total number of applications and registrations involved: **10**

7. Total Fee (37 CFR 3.41) ..... \$265.00

Enclosed

Authorized to be charged to Deposit Account

Authorized to charge any underpayment or credit any overpayment to Deposit Account.

8. Deposit account number:

**50-1901**

(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.

**Craig J. Lervick, Esq.**                      *Craig J. Lervick*                      June 5, 2002  
Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and document: -2- (cover sheet & postcard)  
Mail documents to be recorded with required cover sheet information to:  
U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335  
Washington, D.C. 20231

06/28/2002 6TOM11 00000030 501901 75638100  
01 FC:481 40.00 CH  
02 FC:482 225.00 CH

TC2: 587375 v01 06/04/2002

TRADEMARK  
REEL: 002533 FRAME: 0280

# OPPENHEIMER

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06-10-2002

U.S. Patent & TMO/c/TM Mail RcptDt. #66

June 5, 2002

## BOX Assignment

Commissioner for Trademarks  
2900 Crystal Dr.  
Arlington, VA 22202-3513

37 C.F.R. §1.8 – Certificate of First Class Mailing  
Mail Date: June 5, 2002

I CERTIFY THAT THIS PAPER AND/OR FEE IS BEING DEPOSITED WITH THE U.S. POSTAL SERVICE AS FIRST CLASS MAIL, POSTAGE PAID, ADDRESSED TO BOX Assignment; COMMISSIONER FOR TRADEMARKS, 2900 CRYSTAL DR., ARLINGTON, VA 22202-3513 ON THE DATE ABOVE NOTED.

C. Classen

**Re: File No. 14862/200**

Sir:

Enclosed for recordation in the following order are:

1. Recordation Form Cover Sheet (Trademarks) regarding the Dec. 18, 2001 change of name of Quadrix Corporation to ShopperTrack RCT Corporation; and
2. Recordation Form Cover Sheet (Trademarks) regarding the March 11, 2002 change of name of ShopperTrack RCT Corporation to ShopperTrak RCT Corporation.

**Please record these documents in the order listed above** in connection with the one (1) pending application and the nine (9) issued registrations identified in the two Cover Sheets.

**The Commissioner is authorized to charge the recordation fees of \$530.00, together with any other fees due in connection herewith, to Deposit Account No. 50-1901, and please include our Ref. No. 14862/200 on the Deposit Account Statement for these fees.**

Please return the Notices of Recordation to the undersigned. Thank you for your assistance with this matter.

Very truly yours,

Cheryl E. Classen  
Trademark Paralegal  
Enclosures

TC2: 587583 v01 06/05/2002

RECORDED: 06/10/2002

TRADEMARK  
REEL: 002533 FRAME: 0281