



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

1. Name of conveying party(ies):  
ShopperTrack RCT Corporation

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation - State of Illinois  
 Other

Additional name(s) of conveying party(ies) attached?  Yes  No **6-10-02**

2. Name and address of receiving party(ies):  
Name: **ShopperTrak RCT Corporation**  
Internal Address:  
Street Address: **5511 North Cumberland**  
City: **Chicago** State: **IL** ZIP: **60656-1471**

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

3. Nature of conveyance:

Assignment                       Merger  
 Security Agreement               Change of Name  
 Other

Effective Date: **March 11, 2002**

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**

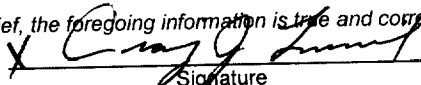
7. Total Fee (37 CFR 3.41) ..... \$265.00

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.**  **June 6, 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

00000031 501901 75638100

01 FC:481  
02 FC:482

40.00 CH  
225.00 CH

TC2: 587395 v01 06/04/2002

TRADEMARK  
REEL: 002533 FRAME: 0284

**SUPPORTING DOCUMENTATION FOR TRADEMARK  
CHANGE OF NAME DOCUMENTS IS**

**NO LONGER REQUIRED**

**UNDER THE**

**TRADEMARK LAW TREATY ACT**

**EFFECTIVE**

**OCTOBER 30, 1999**