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



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

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

<p>1. Name of conveying party(ies): MediaPlan, Inc.</p> <p><input type="checkbox"/> Individual(s)      <input type="checkbox"/> Association  <input type="checkbox"/> General Partnership      <input type="checkbox"/> Limited Partnership  <input checked="" type="checkbox"/> Corporation-State - Utah  <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): Name: <u>Spectra Marketing Systems, Inc.</u></p> <p>Street Address: <u>200 West Jackson Boulevard</u></p> <p>City: <u>Chicago</u>  State: <u>Illinois</u>      Zip: <u>60606</u></p> <p><input type="checkbox"/> Individual(s) citizenship: _____  <input type="checkbox"/> Association: _____  <input type="checkbox"/> General Partnership: _____  <input type="checkbox"/> Limited Partnership: _____  <input checked="" type="checkbox"/> Corporation-State: <u>Delaware</u>  <input type="checkbox"/> Other: _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached:      <input type="checkbox"/> Yes  (Designations must be a separate document from assignment)      <input type="checkbox"/> No</p> <p>Additional name(s) &amp; address(es) attached?      <input type="checkbox"/> Yes      <input checked="" type="checkbox"/> No</p>
<p>3. Nature of Conveyance:</p> <p><input checked="" type="checkbox"/> Assignment      <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement      <input type="checkbox"/> Change of Name  <input type="checkbox"/> Other:</p> <p>Execution Date: <u>August 29, 2002</u></p>	

4. Application Number(s) or Registration Number(s):

A. Trademark Application No.(s): 75/795800

B. Trademark Registration No.(s): \_\_\_\_\_

Additional numbers attached?       Yes       No

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Michael R. Graham</u>  <u>Marshall, Gerstein &amp; Borun</u></p> <p>Internal Address: <u>Atty. Dkt.: 29961/10001</u></p> <p>Street Address: <u>6300 Sears Tower</u>  <u>233 S. Wacker Drive</u></p> <p>City: <u>Chicago</u>      State: <u>IL</u>      Zip: <u>60606-6357</u></p>	<p>6. Total Number of applications and registrations involved: <u>1</u></p> <p>7. Total fee (37 CFR 3.41)      \$ <u>40.00</u></p> <p><input checked="" type="checkbox"/> Enclosed  <input type="checkbox"/> Authorized to be charged to Deposit Account  <input type="checkbox"/> Authorized to be charged to credit card  (Form 2038 enclosed)</p> <p>8. Deposit account number: <u>13-2855</u>  (Attach duplicate copy of this page if paying by deposit account)</p>
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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.*

Jill Anderfuren      Jill Anderfuren      09/19/02  
Name of Person Signing      Signature      Date

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

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I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: Box Assignments, Commissioner for Patents, Washington, D.C. 20231, on the date shown below.

Dated: September 19, 2002      Signature: Jill Anderfuren (Jill Anderfuren)

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is entered between MEDIAPLAN, INC. and SPECTRA MARKETING SYSTEMS, INC. effective as of the date of signing below.

WHEREAS, MEDIAPLAN, INC. (hereinafter "Assignor"), a corporation organized and existing under the laws of the State of Utah with a principal place of business at 49 West 9000 South, Sandy, Utah, 84070, is the owner of all right, title and interest in and to the trademark listed on the attached Schedule A, including the goodwill of the business symbolized thereby, and the corresponding application filed therefor in the United States Patent and Trademark Office (hereinafter "the Trademark"); and

WHEREAS, SPECTRA MARKETING SYSTEMS, INC. (hereinafter "Assignee"), a corporation organized and existing under the laws of the State of Delaware with a place of business at 200 West Jackson Boulevard, Chicago, Illinois, 60606, desires to acquire and Assignor wishes to assign to Assignee any and all rights in and to the Trademark and the goodwill appurtenant thereto;

NOW, THEREFORE:

In consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor hereby assigns to Assignee all of its right, title and interest in and to the Trademark, together with the goodwill of the business symbolized thereby, the right to sue for past infringement, the right to prosecute applications and maintain registrations, and the U.S. Trademark Application and any registration resulting therefrom identified in Schedule A.

MEDIAPLAN, INC.

By: Carleton Spaulding  
Name: CARLETON SPAULDING  
Title: PRESIDENT

Dated: Aug 29, 2002

SCHEDULE A

United States Trademark Application:

Mark	Serial No.	Filing Date	Class	Goods/Services
VOLUME RATING POINT	75/795,800	09/08/1999	35	Market, media and marketing research services, namely providing the services of exploitation and compilation of mathematical or statistical data relating to viewing and listening habits of the public as relating to exposure of the same to advertisements and providing management services to advertising establishments to assist the same in planning and undertaking communications to the public, declarations or announcements by all means of diffusion and concerning all kinds of goods and services; and consultation services in the field of the advertising industry.