

10-24-2002



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

102259891 TRADEMARKS ONLY

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

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

1. Name of conveying party(ies): SPECTRA MARKETING SYSTEMS, INC. MRD 10-21-02 [] Individual(s) [] Association [] General Partnership [] Limited Partnership [x] Corporation-State DE [] Other: Additional name(s) of conveying party(ies) attached? [] Yes [x] No

2. Name and address of receiving party(ies): Name: Trade Dimensions International, Inc. Internal Address: Street Address: 45 Danbury Road City: Wilton State: CT Zip: 06897 [] Individual(s) citizenship: [] Association: [] General Partnership: [] Limited Partnership: [] Corporation-State: [x] Other: Delaware If assignee is not domiciled in the United States, a domestic representative designation is attached: [] Yes [] No Additional name(s) & address(es) attached? [] Yes [x] No

3. Nature of Conveyance: [x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other: Execution Date: October 7, 2002

4. Application Number(s) or Registration Number(s): A. Trademark Application No.(s): 76/278958 76/286865 76/286866 Additional numbers attached? [] Yes [x] No

B. Trademark Registration No.(s): [] Yes [x] No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Jill Anderfuren MARSHALL, GERSTEIN & BORUN Internal Address: Atty. Dkt.: 30255/601US Street Address: 233 S. Wacker Drive, Suite 6300 Sears Tower City: Chicago State: IL Zip: 60606-6357

6. Total Number of applications and registrations involved: 7. Total fee (37 CFR 3.41) \$ 90.00 [x] Enclosed [x] Authorized to be charged to Deposit Account [] Authorized to be charged to credit card (Form 2038 enclosed) 8. Deposit account number: 13-2855 (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. Jill Anderfuren Name of Person Signing Signature Date October 16, 2002 Total number of pages, including cover sheet, attachments, and document: 3

10/23/2002 BYRME 00000220 76278958

01 FC:0521 40.00 DP 02 FC:0522 90.00 DP

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 Assignment Commissioner for Patents Washington D.C. 20231, on the date shown below. Dated: October 16, 2002 Signature: Jill Anderfuren (Jill Anderfuren)

OFFICE OF PATENT RECORDS OCT 21 PM 1:41 FINANCE SECTION

TRADEMARK ASSIGNMENT

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

WHEREAS, SPECTRA MARKETING SYSTEMS, INC. (hereinafter "Assignor"), a corporation organized and existing under the laws of the State of Delaware with a principal place of business at 200 West Jackson Boulevard, Suite 2800, Chicago, Illinois, 60606, is the owner of all right, title and interest in and to the trademarks listed on the attached Schedule A, including the goodwill of the business symbolized thereby, and the corresponding applications and registration filed and issued therefor in the United States Patent and Trademark Office (hereinafter "the Trademarks"); and

WHEREAS, TRADE DIMENSIONS INTERNATIONAL, INC. (hereinafter "Assignee"), a corporation organized and existing under the laws of the State of Delaware with a place of business at 45 Danbury Road, Wilton, Connecticut, 06897, desires to acquire and Assignor wishes to assign to Assignee any and all rights in and to the Trademarks 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 does assign unto Assignee all of its right, title and interest in and to the Trademarks, 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 Applications and Registration identified in the attached Schedule A.

SPECTRA MARKETING SYSTEMS, INC.

By:
Name:
Title:

Renee O'Malley
Renee O'Malley
Director of Marketing

Dated: Oct 7, 2002

SCHEDULE A

United States Trademark Applications:

Mark	Serial No.	Filing Date	Class	Goods/Services
TRADEDIMENSIONS	76/278,958	07/02/2001	16	Printed publications, namely, directories that profile retail companies and companies that own, operate, manage and develop real estate properties, directories that provide market share information about food retailers, profiles of retail stores and stores which provide and permit on-premises consumption of alcoholic beverages, and directories that provide demographic information at the county and zip code levels for market research applications.
TDLINX	76/286,865	07/17/2001	9, 35	Electronic databases in the field of retail marketing and sales recorded on computer media; and computer software for use in accessing, maintaining, manipulating information in, preparing reports from, and analyzing information in said databases in the field of market research, retail information, and retail data; and Market research services, namely, reviewing, coding, and conforming client marketing data and records.
TDLINX and Design	76/286,866	07/17/2001	9, 35	Electronic databases in the field of retail marketing and sales recorded on computer media; and computer software for use in accessing, maintaining, manipulating information in, preparing reports from, and analyzing information in said databases in the field of market research, retail information, and retail data; and Market research services, namely, reviewing, coding, and conforming client marketing data and records.