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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): Entertainment Marketing Information Systems
Individual(s) Association
General Partnership Limited Partnership
Corporation-State
Other Delaware
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: VNU Marketing Information, Inc.
Internal
Address:
Street Address: 770 Broadway
City: New York State: NY Zip: 10003
Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State Delaware
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

3. Nature of conveyance:
Assignment Merger
Security Agreement Change of Name
Other purchase of partnership interests
Execution Date: 1/1/2001

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) 76/164,764 and 76/166,045
Additional number(s) attached Yes No

B. Trademark Registration No.(s) 1,856,925 1,857,872 and 1,982,812

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Gregory J. Chinlund
Internal Address: 6300 Sears Tower
Street Address: 233 South Wacker
City: Chicago State: IL Zip: 60606

6. Total number of applications and registrations involved: 5
7. Total fee (37 CFR 3.41) \$ 140.00
Enclosed
Authorized to be charged to deposit account
8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.
Gregory J. Chinlund
Name of Person Signing

Signature

11/25/2002
Date

Total number of pages including cover sheet, attachments, and document: 2

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

12/03/2002 TDIAZ1 00000140 76164764

01 FC:8521
02 FC:8522

40.00 DP
100.00 DP

TRADEMARK
REEL: 2627 FRAME: 0820

DECLARATION

This will acknowledge and confirm that on January 1, 2001, VNU MARKETING INFORMATION, INC., a partner in ENTERTAINMENT MARKETING INFORMATION SERVICES ("EMIS"), a general partnership, purchased all of the interest in and assets of EMIS, thereby acquiring all of the assets and businesses formerly owned by the partnership, including the trademarks and corresponding applications and registrations listed below. VNU MARKETING INFORMATION, INC. thereby succeeded to all of the business of EMIS including those parts of the business to which the following trademarks and corresponding applications and registration pertain and all of the goodwill appurtenant thereto.

<u>MARK</u>	<u>Application Serial No.</u>	<u>Registration No.</u>
SOUNDSCAN		1,856,925
SOUNDSCAN and Design		1,857,872
VIDEOSCAN and Design		1,982,812
BOOKSCAN and Design	76/164,764	
BOOKSCAN	76/166,045	

James A. Ross, being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements and the like may jeopardize the validity of this declaration or the underlying applications and registrations, declares that he is Secretary of Owner; that he is properly authorized to execute this declaration; that all statements made of his own knowledge are true; and that all statements made on information and belief are believed to be true.

Respectively submitted,
VNU MARKETING INFORMATION, INC.

By: _____

James A. Ross
Secretary

Dated: November 20 2002