



## ASSIGNMENT

WHEREAS, VNU/Spectra Management Corp. ("Assignor"), a Delaware corporation with an address at 200 W. Jackson Blvd, Suite 2800, Chicago, IL 60606 (formerly, 330 West Wacker Drive, Chicago, Illinois, 60606), is the owner of the trademark AD DETECTOR in the United States and U.S. Trademark Registration No. 2,042,188 therefor ("the Mark"); and

WHEREAS, Competitive Media Reporting, LLC ("Assignee"), a limited liability company of Delaware with an address at 685 Third Avenue, New York, NY 10017, is desirous of acquiring all rights and the Registration for said Mark, together with the goodwill symbolized by said Mark;

NOW THEREFORE, in exchange for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to the AD DETECTOR Mark and U.S. Registration No. 2,042,188 together with the goodwill of the business symbolized by said Mark, in the United States, effective June 9, 2000.

VNU/SPECTRA MANAGEMENT CORP.

By: James M. Franke

Name: JAMES M. FRANKE

Title: CFO, Spectra

Date: 4/17/03