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TRADEMARK
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | |
|-------------------|--------------------------------------|
| Assignor | VNU Business Media, Inc. |
| Assignee | Trade Dimensions International, Inc. |
| Registration Nos. | 1,734,187; 2,102,420; and 2,127,296 |
| Trademarks | DEMOGRAPHICS USA |

Box Assignment
Assistant Commissioner for Trademarks
Washington, DC 20231

TRADEMARK SECTION
FEB 19 AM 10:10
RECORDS

Trademark Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

- Name, State of Incorporation, and Address of Conveying party. VNU Business Media, Inc.; a corporation of the State of Delaware; 770 Broadway, 8th Floor, New York, NY 10003.
- Name, State of Incorporation, and Address of Receiving Party. Trade Dimensions International, Inc., a corporation of the State of Connecticut; 45 Danbury Road; Wilton, CT 06897.
- Nature of Conveyance: Assignment. Execution Date: February 7, 2003
- Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Gene S. Winter, Registration No. 28,352
Attorney for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment; Commissioner for Patents and Trademarks; Washington, DC 20231.

February 10, 2003

Danielle Dominici

02/20/2003 LMUELLER 00000096 1734187

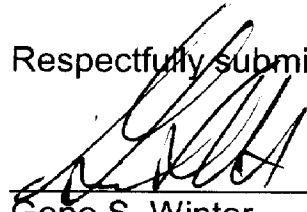
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TRADEMARK
REEL: 002674 FRAME: 0788

5. Registration Number: 1,734,187; 2,102,420; and 2,127,296
6. Total Number of Registrations Involved: 3.
7. Total Fee (37 CFR 3.41). \$90.00 due. The USPTO Credit Card Payment Form is enclosed herewith.
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 3. To the best of my knowledge and belief, the foregoing information is true and correct and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,



Gene S. Winter
Attorney for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

Assignment

WHEREAS, VNU Business Media, Inc., a corporation of the State of Delaware, having offices at 770 Broadway, 8th Floor, New York, NY 10003; (hereinafter referred to as ASSIGNOR) had adopted and owns the trademarks DEMOGRAPHICS USA Registration Nos. 1,734,187; 2,102,420; and 2,127,296.

WHEREAS, Trade Dimensions International, Inc., a Connecticut corporation, having offices at 45 Danbury Road; Wilton; CT, 06897 (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademarks as set forth hereinabove;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to said trademarks DEMOGRAPHICS USA, Registration Nos. 1,734,187; 2,102,420; and 2,127,296, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademarks, and the right to sue for past infringements thereof.

Signed and Dated this seventh day of February, 2003

VNU Business Media, Inc.



By

Eric Rubenstein
Its Assistant Secretary