

02-20-2003

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

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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): Millward Brown International Plc

- Individual(s) General Partnership Corporation-State Other [checked] United Kingdom Corporation

Additional name(s) of conveying party(ies) attached? [] Yes [checked] No

3. Nature of conveyance:

- Assignment Security Agreement Other [] Merger [checked] Change of Name

Execution Date: October 1, 2001

2. Name and address of receiving party(ies)

Name: Millward Brown UK Limited Internal Address: Olympus Avenue, Tachbrook Park Warwick CV34 6RJ Great Britain

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other [checked] United Kingdom Limited Company

If assignee is not domiciled in the United States, a domestic representative designation is attached: [checked] Yes [] No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? [] Yes [checked] No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,122,297 BRANDDYNAMICS

Additional number(s) attached [] Yes [checked] No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Ronald E. Shapiro Internal Address: Vorys, Sater, Seymour and Pease LLP

Street Address: 1828 L Street, NW, Eleventh Floor City: Washington State: DC Zip: 20036

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

- [checked] Enclosed [] Authorized to be charged to deposit account

8. Deposit account number: 22-0585

DO NOT USE THIS SPACE

9. Signature.

Ronald E. Shapiro Name of Person Signing

[Signature] Signature

February 13, 2003 Date

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

02/20/2003 LMUELLER 00000034 2122297

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

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40.00 OP

TRADEMARK REEL: 002676 FRAME: 0073

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Millward Brown UK Limited

Mark: BRANDDYNAMICS

Registration No.: 2,122,297

Registration Date: December 16, 1997

International Class(es): 35

DESIGNATION OF DOMESTIC REPRESENTATIVE

Honorable Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

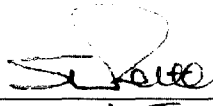
Sir/Madam:

Unless otherwise indicated below, the above-identified registrant designates Vorys, Sater, Seymour and Pease LLP, 1828 L Street, N.W., Eleventh Floor, Washington, D.C. 20036-5109 as its representative on whom notices or process in proceedings affecting the above mark may be served.

_____ To designate a different representative, check here and provide the representative's name and address below:

MILLWARD BROWN UK LIMITED

Date: 17 DECEMBER 2002

By: 
Name: S. POTTER
Title: Director



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THE COMPANIES ACT 1985

Company No. 1915514

The Registrar of Companies for England and Wales hereby certifies that
MILLWARD BROWN UK LIMITED (originally called INTERCEDE 273 LIMITED which
name was changed by special resolution on 26th September 1985 to MILLWARD BROWN
LIMITED.) was incorporated under the Companies Acts 1948 to 1981 as a limited company on
21st May 1985, re-registered under the Companies Act 1985 as a public company on 11th
November 1985 as MILLWARD BROWN Plc, which changed its name by special resolution on
30th April 1990 to MILLWARD BROWN INTERNATIONAL Plc, then re-registered under the
Companies Act 1985 as a private company on 20th March 2001, which changed its name by
special resolution on 1st October 2001 to MILLWARD BROWN UK LIMITED.*****

Given at Companies House, Cardiff the 15th November 2002


JOYCE E. LISTER
for the Registrar of Companies



Companies House

— for the record —

TRADEMARK

RECORDED: 02/13/2003

REEL: 002676 FRAME: 0075