

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	Assignment with Assignee's Correct State of Incorporation
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
VNU Business Media, Inc.		08/07/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Trade Dimensions International, Inc.
Street Address:	45 Danbury Road
City:	Wilton
State/Country:	CONNECTICUT
Postal Code:	06897
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3	
Property Type	Number
Registration Number:	1734187
Registration Number:	2102420
Registration Number:	2127296

CORRESPONDENCE DATA	
Fax Number:	(312)474-0448
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	janderfuren@marshallip.com
Correspondent Name:	Marshall, Gerstein & Borun LLP
Address Line 1:	233 South Wacker Drive
Address Line 2:	6300 Sears
Address Line 4:	Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	30255/614-616US
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NAME OF SUBMITTER:	Jill Anderfuren
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Total Attachments: 2 source=assignment.tif source=corr1.tif
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is entered between VNU BUSINESS MEDIA, INC. and TRADE DIMENSIONS INTERNATIONAL, INC. effective as of February 7, 2003.

WHEREAS, VNU BUSINESS MEDIA, INC. (hereinafter "Assignor"), a corporation organized and existing under the laws of the State of Delaware with a principal place of business at 770 Broadway, 8<sup>th</sup> Floor, New York, New York 10003, 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 registrations 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 hereby assigns to 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 and maintain registrations, and the U.S. Trademark Registrations identified in Schedule A.

VNU BUSINESS MEDIA, INC.

By:



Name:

*Eric Rubovskin*

Title:

*Assistant Corporate Secretary*

SCHEDULE A

United States Trademark Registrations:

<b>Mark</b>	<b>Registration No.</b>	<b>Registration Date</b>	<b>Class</b>	<b>Goods</b>
DEMOGRAPHICS USA	1,734,187	11/17/1992	16	books dealing with population and socio-economic statistics for specific geographic areas
DEMOGRAPHICS USA	2,102,420	09/30/1997	9	prerecorded CD ROMs containing databases of information dealing with population and socio-economic statistics for specific geographic areas
DEMOGRAPHICS USA	2,127,296	01/06/1998	16	books dealing with population and socio-economic statistics for specific geographic areas