

04-30-2003

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FINANCE SECTION

Recordation Form Cover Sheet

TRADEMARKS ONLY

Commissioner of Patents and Trademarks:

Please record the attached original documents or copy thereof

1. Name of conveying party(ies):

4-28-03

Decima Research  
1920 Association Drive, Suite 500  
Reston, Virginia 20191

\_\_\_\_ Individual(s):  
\_\_\_\_ Association:  
\_\_\_\_ General Partnership:  
 Corporation - State: California  
\_\_\_\_ Other: \_\_\_\_\_

2. Name and address of receiving party(ies):

Decima Research, Inc.  
160 Elgin Street, Suite 1800  
Ottawa, Ontario, Canada K2P 2C4

\_\_\_\_ Individual(s):  
\_\_\_\_ Association:  
\_\_\_\_ General Partnership:  
 Corporation - State: Ontario,  
Canada  
\_\_\_\_ Other: \_\_\_\_\_

3. Nature of conveyance:

Assignment  
\_\_\_\_ Merger  
\_\_\_\_ Security Agreement  
\_\_\_\_ Change of Name  
\_\_\_\_ 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

Execution Date: April 17, 2003

4. Application number(s) or registration numbers:

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,069,506

04/30/2003 ECOOPER 00000015 1069506

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TRADEMARK  
REEL: 002720 FRAME: 0267

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

6. Total number of applications and registrations involved:

\_\_\_\_\_ applications

  1   registrations

BAZERMAN & DRANGEL, P.C.  
60 East 42 Street, Suite 820  
New York, NY 10165

7. Total Fee (37 CFR 3.41)

\$   40.00  

Enclosed

Authorized to be charged to deposit account.

8. Deposit Account Number:

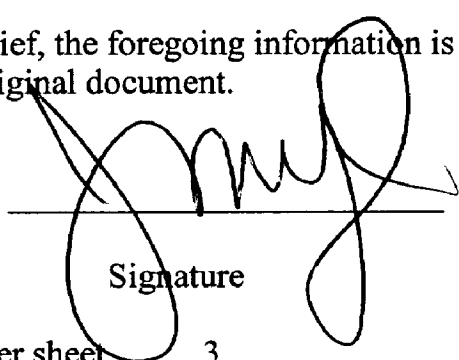
(Attached duplicate copy of this page if using deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Jason M. Drangel



April 22, 2003

Name

Signature

Date

Total number of pages including cover sheet   3  

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D. C., 20231

**TRADEMARK ASSIGNMENT**

**WHEREAS**, the Assignor is

Wirthlin Worldwide, Inc. d/b/a DECIMA RESEARCH  
a California corporation  
1920 Association Drive  
Suite 500  
Reston, Virginia 20191

**WHEREAS**, the Assignor is the owner of the following trademark rights:

County: USA  
Trademark: DECIMA RESEARCH  
Registration Number: 1,069,506

**WHEREAS**, the Assignee is:

Decima Research Inc.  
An Ontario corporation  
160 Elgin Street, Suite 1800  
Ottawa, Ontario, Canada K2P 2C4

**WHEREAS**, the Assignee desires to acquire from the Assignor all of its right, title and interest in and to the registration of, application for and common law rights in, the trademark identified above, together with the goodwill of the business symbolized by and attached to the said trademark.

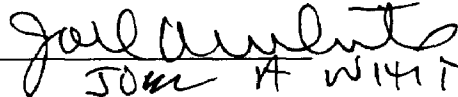
**NOW, THEREFORE**, for \$10.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor, by these presents sells, assigns and transfers to Assignee, its successors and assigns, all right title and interest in and to the above-referenced trademark, together with the good will of the business symbolized by the trademark, to be held and enjoyed by said Assignee, as fully as the same would have been enjoyed by said Assignor, had this assignment not been made.

Assignor also assigns and transfers to Assignee, any and all causes of action, claims, demands or other rights occasioned from or because of any and all past infringement of any of the above referenced trademark.

Assignor further agrees that upon request, it will execute any and al documents necessary to vest all rights, title and interest in and to the above-referenced trademark and the registration therefor.

**IN WITNESS WHEREOF**, the Assignor has caused this document to be executed by its duly authorized officer on April 17, 2003

ASSIGNOR

  
Name: John A. White  
Title: C.F.O.

**CERTIFICATE OF MAILING**

I hereby certify that the foregoing is being deposited with the U.S. Postal Service as First Class Mail, postage prepaid, in an envelope addressed to: BOX ASSIGNMENT, Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513, on this 22<sup>th</sup> day of April 2002.

By: Mireya Claudio-Abad  
Name: Mireya Claudio-Abad