

05-22-2003

Form PTO-1594 (Rev. 10/02)

5-20-03

RECORDATIC TRADE



MENT OF COMMERCE nt and Trademark Office

OMB No. 0651-0027 (exp. 6/30/2005)

Tab settings

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
 SelectMetrics, Inc., formerly MeasureCast, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State - Oregon
 Other _____

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

2. Name and address of receiving party(ies)
 Name: ARBITRON INC.
 Internal Address: N/A
 Street Address: 9705 Patuxent Woods Drive
 City: Columbia State: MD Zip: 21046

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Delaware
 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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: 4/21/03

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s) _____
 Reg. No. 2,660,229 (MeasureCast)

Additional number(s) attached Yes No

B. Trademark Registration No.(s) _____

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Michelle N. Levister, Senior Attorney
 Internal Address: N/A

Street Address: ARBITRON INC.
 9705 Patuxent Woods Drive
 City: Columbia State: MD Zip: 21046

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41) \$ 90.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
 012225

DO NOT USE THIS SPACE

9. Signature.
 Dolores L. Cody 5-15-03
 Name of Person Signing Signature Date

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

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

05/21/2003 GT0N11 00000091 012225 2660229

01 FC:8521 40.00 CH
02 FC:8522 50.00 CH

TRADEMARK REEL: 002737 FRAME: 0476

CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, SelectMetrics, Inc. (formerly, MeasureCast, Inc.) (hereinafter referred to as "MeasureCast") an Oregon corporation, having offices at 921 SW Washington Street, Suite 800, Portland, Oregon 97205, has applied to the U.S. Patent and Trademark Office to register, and has registered therewith, the trademarks identified in Exhibit 'A' (the "Trademarks") attached hereto and incorporated herein by this reference; and

WHEREAS, Arbitron Inc. ("Arbitron"), a Delaware corporation, having offices at 9705 Patuxent Woods Drive, Columbia, Maryland 21046, and MeasureCast entered into an agreement effective November 6, 2002 in which Arbitron acquired an exclusive license in the United States, Canada, and Mexico to an internet audio audience measurement system, along with other related assets of MeasureCast so that Arbitron is the owner of the trademarks, service marks, domain names, as well as the applications and registrations identified in Exhibit 'A' (the "Applications" and the "Registrations", respectively) and the goodwill of the business symbolized thereby, have been transferred from MeasureCast to Arbitron by operation of law; and

WHEREAS, the parties hereto wish to confirm that Arbitron has acquired the entire right, title and interest in and to the Trademarks, as well as the common law rights, the Applications and Registrations, and the goodwill of the business symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, MeasureCast hereby confirms that it has transferred to Arbitron its entire right, title and interest in and to the Trademarks, as well as common law rights and the Applications and Registrations pertaining thereto, together with the goodwill of the business symbolized by the Trademarks, and all rights of recovery for past infringement thereof, to have and to hold for its own use and enjoyment, as well as that of its successors and assigns, as fully and as completely as the same would have been held by Arbitron had the transfer confirmed herein not have been made.

MeasureCast hereby represents and warrants to Arbitron that the Trademarks have been prepared by one or more employees of MeasureCast within the scope of their employment or that MeasureCast otherwise has the right to assign to Arbitron ownership of the Trademarks, as well as common law rights and the Applications and Registrations pertaining thereto, together with the goodwill of the business symbolized by the Trademarks, and all rights of recovery for past infringement thereof.

SELECTMETRICS, INC.

By: [Signature]

Title: CTO

Date: 4/4/03

ARBITRON INC.

By: [Signature]

Title: Dolores L. Cody
Executive VP & Chief Legal Officer

Date: April 21, 2003

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