

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Adams/PIB Publishing, Inc.		03/15/2002	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	A.C. Nielsen Company
Street Address:	150 North Martingale Road
City:	Schaumburg
State/Country:	ILLINOIS
Postal Code:	60173-2076
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2505314	BEVERAGESCAN

CORRESPONDENCE DATA

Fax Number: (312)474-0448

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 312-474-6300

Email: docket@marshallip.com

Correspondent Name: Marshall, Gerstein & Borun LLP

Address Line 1: 233 South Wacker Drive

Address Line 2: 6300 Sears Tower

Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:

30419/611US

NAME OF SUBMITTER:

Michael R. Graham

Total Attachments: 2

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TRADEMARK
REEL: 002790 FRAME: 0951

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Adams/PIB Publishing, Inc. (Assignor), a Delaware corporation, having its principal offices at 68-860 Perez Road, Cathedral City, CA 92334 has adopted, used, is using and is the owner of the following marks listed on Schedule A attached hereto, now registered in the United States Patent and Trademark Office:

WHEREAS, A.C. Nielsen Company (Assignee), a Delaware corporation, having its principal place of business at 150 North Martingale Road, Schaumburg, IL 60173-2076 is desirous of acquiring said marks;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said marks, together with the goodwill of the business symbolized by said marks and registrations thereof, and including all common-law and other rights in said marks, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said marks prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment *nunc pro tunc* effective on the 15th day of March, 2002.

Adams/PIB Publishing, Inc.

By: _____
Title: _____

[Signature]
President

212 473 0300

SCHEDULE A

MARK	REGISTRATION NO.
LIQUORSCAN	1792874
BEVERAGESCAN	2505314