

07-31-2003



Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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Tab settings

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

1. Name of conveying party(ies):

7-29-03

STATISTICAL RESEARCH, INC.

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State (checked), Other

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

3. Nature of conveyance:

- Assignment (checked), Merger, Security Agreement, Change of Name, Other

Execution Date: 07/08/2003

2. Name and address of receiving party(ies)

Name: ARBITRON INC.

Internal Address:

Address:

Street Address: 9705 Patuxent Woods Drive

City: Columbia State: MD Zip: 21046

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State (checked), Delaware, U.S.A., Other

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

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

A. Trademark Application No.(s) 1,111,456 (RADAR)

B. Trademark Registration No.(s)

Additional number(s) attached Yes No (checked)

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

Name: MICHELLE N. LEVISTER, Senior Attorney

Internal Address: Legal & Business Affairs Department

Street Address: 9705 Patuxent Woods Drive

City: Columbia State: MD Zip: 21046

6. Total number of applications and registrations involved: 1

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

- Enclosed, Authorized to be charged to deposit account (checked)

8. Deposit account number:

012225

DO NOT USE THIS SPACE

9. Signature.

Dolores L. Cody

Name of Person Signing

Signature

7/17/03

Date

Total number of pages including cover sheet, attachments, and document: 4

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

07/30/2003 ECOMPER 00090222 012225 1111456

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TRADEMARK REEL: 002791 FRAME: 0416

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT DIVISION**

CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, Statistical Research, Inc. (hereinafter referred to as "SRI") a New Jersey corporation, having offices at 111 Prospect Street, Westfield, NJ 07090, 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, On July 2, 2001, Arbitron Inc. ("Arbitron"), a Delaware corporation, having offices at 9705 Patuxent Woods Drive, Columbia, Maryland 21046, acquired all the assets of RADAR, the radio network audience measurement service business of SRI, 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 SRI 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, SRI 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.

SRI hereby represents and warrants to Arbitron that the Trademarks have been prepared by one or more employees of SRI within the scope of their employment or that SRI 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.

STATISTICAL RESEARCH, INC.

By: GALE METZGER

Gale Metzger
(print or type above signature)

Title: President

Date: July 8, 2003

ARBITRON INC.

By: *Dolores L. Cody*

Dolores L. Cody
(print or type above signature)

Title: Executive VP & Chief Legal Officer

Date: July 14, 2003

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