

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
A.C. Nielsen Company		02/11/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	AC Nielsen (US), Inc.
Street Address:	150 North Martingale Road
City:	Schaumburg
State/Country:	ILLINOIS
Postal Code:	60173
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2505314	BEVERAGESCAN

CORRESPONDENCE DATA	
Fax Number:	(312)474-0448
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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:	30619/60812
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NAME OF SUBMITTER:	Michael R. Graham
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Total Attachments: 2 source=ACN to ACNUS 204-2#page1.tif source=ACN to ACNUS 204-1#page1.tif

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CONFIRMATORY TRADEMARK ASSIGNMENT

THIS AGREEMENT is entered into nunc pro tunc, effective as of June 30, 2003, between A.C. NIELSEN COMPANY a corporation organized and existing under the laws of the State of Delaware, with a principal place of business at 150 North Martingale Road, Schaumburg, Illinois 60173 (hereinafter "Assignor") and AC NIELSEN (US), INC., a corporation organized and existing under the laws of the state of Delaware, with a place of business at 150 North Martingale Road, Schaumburg, Illinois 60173 (hereinafter "Assignee").

WHEREAS, as of the effective date of this agreement the Assignor owns all rights, interest and goodwill in and to the trademark BEVERAGESCAN in International Class 35, in the goodwill appurtenant thereto and in the U.S. trademark registration therefor, Registration No. 2,505,314; and

WHEREAS, Assignee is desirous of acquiring and has acquired, and Assignor is desirous of assigning and did assign, and wishes to hereby confirm and assign to Assignee all of its right, title and interest in and all the goodwill appurtenant to the Trademark and in the registration therefor.

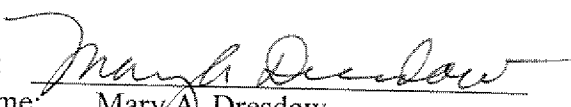
NOW, THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto hereby agree as follows:

1. Assignor does hereby confirm that it has assigned and does hereby assign unto Assignee all of its right, title and interest in and to the Trademark, together with the goodwill of the business symbolized thereby, the right to sue for past infringement, and the right to prosecute applications and maintain the U.S. Trademark Registration therefor.

2. Assignor shall cooperate with Assignee, at Assignee's request, to execute any and all documents and deeds that are reasonably necessary for giving full effect to the assignment contained herein.

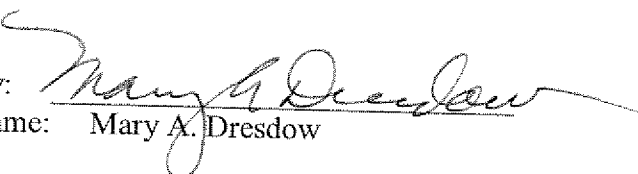
IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year given above.

A.C. NIELSEN COMPANY

By: 
Name: Mary A. Dresdow

Dated: February 11, 2004

AC NIELSEN (US), INC.

By: 
Name: Mary A. Dresdow

Dated: February 11, 2004