

Form PTO-1594

(Rev. 10/02)

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

Tab settings ⇨ ⇨ ⇨

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

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

1. Name of conveying party(ies):

Payment Systems, Inc.

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

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

2. Name and address of receiving party(ies)

Name: NFO Research, Inc.

Internal

Address:

Street Address: 2700 Oregon Road

City: Northwood State: OH Zip: 43619

- 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
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 05/14/2004

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 944,257; 951,014;
1,277,351; 1,279,190

Additional number(s) attached Yes No

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

Name: David M. Perry, Esquire

Internal Address: Blank Rome LLP

Street Address: One Logan Square

City: Philadelphia State: PA Zip: 19103

6. Total number of applications and registrations involved:

4

7. Total fee (37 CFR 3.41).....\$ 115.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

02-2555

DO NOT USE THIS SPACE

9. Signature.

David M. Perry, Esquire
Name of Person Signing


Signature

5-14-04

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

CH \$115.00 022555 0944267

ASSIGNMENT OF SERVICE MARKS AND SERVICE MARK REGISTRATIONS

This Agreement is made effective on the 14th day of May, 2004, between Payment Systems, Inc., a Florida corporation, with an address of 2700 Oregon Road, Northwood, Ohio 43619 ("ASSIGNOR"), and NFO Research, Inc., a Delaware corporation, with an address of 2700 Oregon Road, Northwood, Ohio 43619 ("ASSIGNEE").

WHEREAS, ASSIGNOR has adopted the service marks listed in Appendix A for which it owns federal registrations in the United States Patent and Trademark Office, as enumerated therein;

WHEREAS, ASSIGNEE is desirous of acquiring said service marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, all of its right, title, and interest in and to said marks, together with the goodwill of the business symbolized by and associated with said service marks and the service mark registrations thereof.

IN TESTIMONY WHEREOF, ASSIGNOR has executed this Assignment by a duly authorized officer.

PAYMENT SYSTEMS, INC.

Dated: 5-14-04

By: Veronica L. Smith
Veronica L. Smith
Assistant Treasurer and
Assistant Secretary

State of Ohio)
) ss:
County of Wood)

On this 14th day of May, 2004, before me appeared
Veronica L. Smith, the person who signed this instrument, who
acknowledged that he signed it as a free act on behalf of
Payment Systems, Inc.



Notary Public

BILLIE JEAN SZENDERSKI
Notary Public, State of Ohio
Commission Expires 10/4/08

My Commission Expires: _____

APPENDIX ASERVICE MARKS AND SERVICE MARK REGISTRATIONS

<u>Service Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
NFO and Design	944,257	10/03/1972
NATIONAL FAMILY OPINION (Stylized)	951,014	01/16/1973
NFO	1,277,351	05/08/1984
NFO RESEARCH	1,279,190	05/22/1984
NFO INFORMATION TECHNOLOGIES	(74/702,675)	Abandoned

120587.00101/11321509v1