

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
Harris Publishing Company		06/21/2004	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Dun & Bradstreet, Inc.		
Street Address:	103 JFK Parkway		
City:	Short Hills		
State/Country:	NEW JERSEY		
Postal Code:	07078		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1426345	SELECTORY	
CORRESPONDENCE DATA			
Fax Number:	(312)616-5700		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademark@leydig.com		
Correspondent Name:	Leydig, Voit & Mayer, Ltd.		
Address Line 1:	Two Prudential Plaza		
Address Line 2:	180 North Stetson Avenue, Suite 4900		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	221642		
NAME OF SUBMITTER:	James D. Zalewa		
Total Attachments: 1 source>Selectory#page1.tif			

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ASSIGNMENT OF TRADEMARK

WHEREAS, **Harris Publishing Company** (Assignor), an **Ohio** corporation, having its principal offices at **2057 East Aurora Road, Twinsburg, OH 44087** has adopted, used, is using and is the owner of the following mark now registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
SELECTORY	1426345	01/27/87

WHEREAS, **Dun & Bradstreet, Inc.** (Assignee), a **Delaware** corporation, having its principal place of business at **103 JFK Parkway, Short Hills, NJ 07078** is desirous of acquiring said mark;

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 mark, together with the goodwill of the business symbolized by said 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 mark 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 to take effect on the 21 day of June, 2004.



By: Kevin J. Herendeen
Title: General Manager