

**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
Rand McNally-TDM, Inc.		10/31/2003	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Rand McNally & Company
Street Address:	8255 North Central Park Avenue
City:	Skokie
State/Country:	ILLINOIS
Postal Code:	60076
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Registration Number:	1381094	MILEMAKER
Registration Number:	1824264	MILEMAKER PC
Registration Number:	2243264	MM MILEMAKER
Registration Number:	2368142	INTELLIROUTE
Registration Number:	2736872	INTELLIROUTE
Registration Number:	1380168	MILEMAKER
Registration Number:	1361815	MILESTONES
Registration Number:	2470278	TRUETRACK

**CORRESPONDENCE DATA**

Fax Number: (312)861-2200  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 312-861-2000  
 Email: ccasey@kirkland.com  
 Correspondent Name: Krista L. Nunemaker  
 Address Line 1: 200 East Randolph Drive  
 Address Line 2: Suite 4800

CH \$215.00 1381094

Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:

RAND MCNALLY-TDM

NAME OF SUBMITTER:

Christine A. Casey

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of October 31, 2003 ("Effective Date") by and between Rand McNally-TDM, Inc., a Delaware corporation, with its principal office at 8255 North Central Park Avenue, Skokie, Illinois 60076 ("Assignor"), and Rand McNally & Company, a Delaware corporation, with its principal office at 8255 North Central Park Avenue, Skokie, Illinois 60076 ("Assignee").

WHEREAS, Assignor has adopted, used and is using the trademarks set forth on Schedule A attached hereto, together with the goodwill of the business associated therewith (collectively, the "Marks");

WHEREAS, Assignee is desirous of acquiring the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee the entire right, title and interest in and to the Marks, for the United States and for all foreign countries, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

\* \* \* \* \*

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

**RAND MCNALLY-TDM, INC.**

By Norman Smagley  
Name: Norman Smagley  
Its: Sr. VP and Chief Financial Officer

**RAND MCNALLY & COMPANY**

By Norman Smagley  
Name: Norman Smagley  
Its: Sr. VP and Chief Financial Officer

**SCHEDULE A**

<b>TRADEMARK</b>	<b>REGISTRATION NUMBER</b>
MILEMAKER Design	1,381,094
MILEMAKER PC	1,824,264
MILEMAKER Design	2,243,264
INTELLIROUTE	2,368,142
INTELLIROUTE Design	2,736,872
MILEMAKER	1,380,168
MILESTONES	1,361,815
TRUETRACK	2,470,278

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