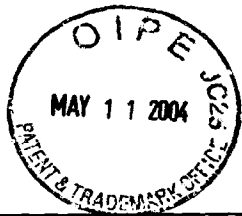


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05-14-2004



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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

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):
Heller Financial, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-Delaware
 Other:

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

2. Name and address of receiving party(ies):
Name: Opinion Research Corporation

Internal Address:
Street Address: 600 College Road, East Suite 4100

City: Princeton
State: New Jersey Zip: 08540

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 Merger
 Security Agreement Change of Name
 Other: Release and Reassignment

Execution Date: May 4, 2004

4. Application Number(s) or Registration Number(s):

A. Trademark Application No.(s):	B. Trademark Registration No.(s):
	<u>2,105,536</u> 2,002,715
	<u>2,107,250</u> 1,470,224
	<u>2,194,641</u> 1,147,327
	<u>2,099,351</u> 1,158,530

Additional numbers attached? Yes No

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

Name: Donald A. Gregory
DICKSTEIN SHAPIRO MORIN & OSHINSKY LLP

Internal Address: Atty. Dkt.: M3445.0013
Street Address: 2101 L Street NW

City: Washington State: DC Zip: 20037-1526

6. Total Number of applications and registrations involved: 8

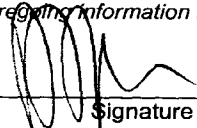
7. Total fee (37 CFR 3.41) \$ 215.00

Enclosed
 Authorized to be charged to Deposit Account
 Authorized to be charged to credit card
(Form 2038 enclosed)

8. Deposit account number: 04-1073 (any deficiencies)
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature:
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Donald A. Gregory  May 11, 2004
Name of Person Signing Signature Date

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

05/14/2004 6T0N11 00000003 2105536

01 FC:8521
02 FC:8522

40.00 OP
175.00 OP

1767014 v1; 11VFQ011.DOC

TRADEMARK RELEASE AND REASSIGNMENT

This TRADEMARK RELEASE AND REASSIGNMENT is made as of ~~April~~ ^{May} 4, 2004, by HELLER FINANCIAL, INC., a Delaware corporation, as Agent ("Agent").

WITNESSETH:

WHEREAS, Agent and Opinion Research Corporation, a Delaware corporation (the "Grantor"), were parties to that certain Trademark Security Agreement dated as of May 26, 1999 (the "Agreement"; capitalized terms used but not otherwise defined herein shall have the respective meanings ascribed thereto in the Agreement), pursuant to which the Grantor granted a security interest to Agent in, among other things, the Trademark Collateral (as defined below) as security for certain obligations owing by the Grantor to the Agent pursuant to that certain Credit Agreement dated May 26, 1999 by and among Grantor, ORC, Inc., Agent and the Lenders parties thereto, as the same may hereinafter be amended, restated, supplemented or otherwise modified and in effect from time to time; and

WHEREAS, the Agreement was recorded by the Trademark Division of the United States Patent and Trademark Office on June 24, 1999, at Reel 01919, Frame 0647; and

WHEREAS, the Grantor has requested that Agent release its security interest in the Trademark Collateral and reassign the same to Grantor.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged:

1. **Definition.**

"Trademark Collateral" shall mean:

(a) each Trademark listed on **Schedule I** annexed hereto, together with any reissues, continuations or extensions thereof, and all of the goodwill of the business connected with the use of, and symbolized by, each Trademark; and

(b) all products and proceeds of the forgoing, including without limitation, any claim by Grantor against third parties for past, present or future (a) infringement or dilution of any Trademark, or (b) injury to the goodwill associated with any Trademark.

2. **Release of Security Interest.** Agent hereby releases its security interest in and lien on the Trademark Collateral.

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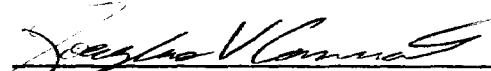
TRADEMARK
REEL: 002966 FRAME: 0216

3. **Reassignment.** Agent hereby reassigns, grants and conveys to the Grantor, without any representation, recourse or undertaking by Agent, all of Agent's right, title and interest in and to the Trademark Collateral.

*- Remainder of Page Intentionally Left Blank -
[Signature Page Follows]*

IN WITNESS WHEREOF, Agent has caused this Trademark Release and Reassignment to be duly executed by its duly authorized officer as of the date first written above.

HELLER FINANCIAL, INC., a Delaware corporation, as Agent

By: 
Name: Douglas Cannaliato
Title: Duly Authorized Signatory

SCHEDULE 1

OPINION RESEARCH CORPORATION AND ORC, INC.

TRADEMARK REGISTRATIONS

Trademark	Registration No.	Registration Date
CORPerceptions	2,105,536	October 14, 1997
Loyalty Express	2,107,250	October 21, 1997
Nettrack	2,194,641	October 13, 1998
Image Express	2,099,351	September 23, 1997
ORC International	2,002,715	September 24, 1996
CARAVAN	1,470,224	December 22, 1987
ORC	1,147,327	February 17, 1981
CARAVAN SURVEYS	1,158,530	June 23, 1981

TRADEMARK APPLICATIONS

An application for the previously expired trademark "TeleScience" is currently being prepared.

TRADEMARK LICENSES

See Schedule 5.6 to the Credit Agreement. No lien is granted with respect to any license for which a consent or waiver would be required in connection with a transfer of either corporation's rights.