

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
ACNielsen Market Decisions, Inc.		11/11/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	AC Nielsen (US), Inc.		
Street Address:	150 North Martingale Road		
City:	Schaumburg		
State/Country:	ILLINOIS		
Postal Code:	60173-2076		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1881960	MARKETLENS	
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:	Michael R. Graham		
Address Line 1:	233 South Wacker Drive		
Address Line 2:	6300 Sears Tower		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	30841/60000		
NAME OF SUBMITTER:	Michael R. Graham		
Total Attachments: 2			
source=CONFIRMATORY TRADEMARK ASSIGNMENT#page1.tif			
source=CONFIRMATORY TRADEMARK ASSIGNMENT#page2.tif			

CH \$40.00 1881960

CONFIRMATORY TRADEMARK ASSIGNMENT

THIS AGREEMENT is entered into nunc pro tunc, effective as of September 20, 2004, between ACNIELSEN MARKET DECISIONS, INC., a corporation organized and existing under the laws of the state of Delaware, with a principal place of business at Suite 600, 50 W. River Centre Blvd., Covington, KY 41011 (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 60173-2076 (hereinafter "Assignee").

WHEREAS, as of the effective date of this agreement the Assignor owned all rights, interest and goodwill in and to the trademark MARKETLENS in International Class 9, and in the goodwill appurtenant thereto in the United States and worldwide, and in the U.S. trademark registration therefor, Registration No. 1,881,960; and

WHEREAS, as of the effective date of this Agreement, Assignor was merged with and became part of Assignee, 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 in the U.S. and worldwide and in the U.S. 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 as part of a worldwide Assignment and does hereby affirm its assignment 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.

ACNIELSEN MARKET DECISIONS, INC.

AC NIELSEN (US), INC.

By: 
Name: Mary A. Dresdow
Title: Secretary

By: 
Name: Mary A. Dresdow
Title: Secretary

Dated: November 11, 2004

Dated: November 11, 2004