

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	06/08/2000

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
VNU/Spectra Management Corp.		06/08/2000	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	VNU Advertising Expenditure Corp.
Street Address:	11 West 42nd Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10036
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2156205	CMR

CORRESPONDENCE DATA

Fax Number: (202)331-4308
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (202)663-7927
 Email: tm@sughrue.com
 Correspondent Name: Cynthia C. Weber
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 Address Line 2: SUGHRUE MION PLLC
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20037-3213

NAME OF SUBMITTER:	Cynthia C. Weber
Signature:	/Cynthia C. Weber/
Date:	05/05/2005

CH \$40.00 2156205

Total Attachments: 1
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ASSIGNMENT

WHEREAS, VNU/Spectra Management Corp. ("Assignor"), a Delaware corporation with an address at Suite 650, 330 West Wacker Drive, Chicago, Illinois 60606 is the owner of the trademark "CMR," Registration No. 2,156,205 in the United States ("The Mark"); and

WHEREAS, VNU Advertising Expenditure Corp. ("Assignee") a Delaware corporation with an address at 11 West 42nd Street, New York, New York 10036 is desirous of acquiring all rights and the registration for The Mark, together with the goodwill symbolized by said Mark;

NOW, THEREFORE, in exchange for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in The Mark, together with the goodwill of the business symbolized by said trademark, in the United States, *nunc pro tunc* June 8, 2000.

VNU/SPECTRA MANAGEMENT CORP.

By: 
Name: JAMES ROSS
Title: Corp Secretary
Date: MAY 5, 2005