

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Societe D'Etudes De La Consommation, Distribution et Publicite - Secodip		06/20/2005	Societe Anonyme: FRANCE

RECEIVING PARTY DATA

Name:	Taylor Nelson Sofres PLC
Street Address:	Westgate
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	W5 1UA
Entity Type:	CORPORATION: UNITED KINGDOM

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2929999	TNS MEDIA INTELLIGENCE

CORRESPONDENCE DATA

Fax Number: (212)415-8701
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (212) 415-8700
 Email: ptotmcommunications@morganfinnegan.com
 Correspondent Name: Morgan & Finnegan, LLP
 Address Line 1: 3 World Financial Center
 Address Line 4: New York, NEW YORK 10281-2101

DOMESTIC REPRESENTATIVE

Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:

CH \$40.00 2929999

Address Line 4:

NAME OF SUBMITTER:

Maren C. Perry

Signature:

/mcp/

Date:

07/12/2005

Total Attachments: 3

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ASSIGNMENT DEED

Date: June 20th 2005

Parties:

- (1) Societe D'Etudes De La Consommation, Distribution et Publicite - Secodip SOCIETE ANONYME FRANCE 2, rue Francis Pedron 78240 Chambourcy France referred to hereinafter as the Assignor (which expression where the context so requires shall include its executors administrator/successors and assigns); and
- (2) Taylor Nelson Sofres Plc of Westgate, London W5 1UA referred to hereinafter as the Assignee which expression where the context so requires shall include its executors administrators/successors and assigns

Recitals

- (A) The Assignor is the registered proprietor of the Trade Marks particulars of which are set out in Schedule 1 below (collectively called "the Trade Marks").
- (b) The Assignor has agreed to assign to the Assignee the Trade Marks together with the goodwill of the business of the Assignor concerned in the goods or services in respect of which the Trade Marks are registered or registration has been sought upon the following terms and conditions.

Operative provisions:

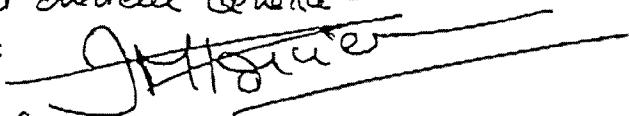
1. In pursuance of the said agreement and in consideration of the sum of £1 (one pound) now paid by the Assignee to the Assignor (the receipt whereof the Assignor hereby acknowledges) the Assignor with full title guarantee HEREBY ASSIGNS unto the Assignee the Trade Marks and the full and exclusive benefit of each of them together with the goodwill of the business of the Assignor concerned in the goods and services in respect of which the Trade Marks are registered TO HOLD the same unto the Assignee absolutely.



IN WITNESS of which this Assignment has been executed as a Deed and delivered the date and year first above written

SIGNED BY:

Name: PORTIER Jean-Michel
In the capacity of: President Directeur General
For and on behalf of the Assignor:



IN THE PRESENCE OF: P. Wright
Name: PAUL WRIGHT

SIGNED BY:

Name: RAJ BEGHAN
In the capacity of: GROUP IP COUNSEL
For and on behalf of the Assignee:



IN THE PRESENCE OF: ~~Signature~~
Name: DAVID STANLEY

SCHEDULE 1
The Trade Marks

Trademark	Country	Application No Registration No	Filing Date	Classes
TNS MEDIA INTELLIGENCE	France	013123341	28.09.2001	9, 35, 38 41 and 42
TNS MEDIA INTELLIGENCE	International Register	779808	26.03.2002	9, 35, 38 41 and 42
TNS MEDIA INTELLIGENCE	United States of America	76436946	01.08.2002	35, 38 and 42

