

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CONFIRMATORY ASSIGNMENT		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Roast Holdings, Inc.		07/17/2006	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	RoperASW LLC
<b>Street Address:</b>	500 Mamaroneck Avenue
<b>City:</b>	Harrison
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10528
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	0862883	RR
Registration Number:	0885494	STARCH
Registration Number:	0893459	STARCH
Registration Number:	0896217	STARCH
Registration Number:	0893887	STARCH
Registration Number:	0999641	ROPER REPORTS
Registration Number:	1000152	ROPER REPORTS
Registration Number:	1535228	THE INFLUENTIAL AMERICANS
Registration Number:	1535229	THE PUBLIC PULSE
Registration Number:	1535230	
Registration Number:	1525602	THE PUBLIC PULSE
Registration Number:	2363832	GREEN GAUGE
Registration Number:	2419266	GLOBAL PULSE

<b>CORRESPONDENCE DATA</b>	<b>TRADEMARK</b>
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ATTORNEY DOCKET NUMBER:	GFK02 004
NAME OF SUBMITTER:	Rose Auslander
Signature:	/ra/
Date:	07/19/2006

Total Attachments: 3  
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## CONFIRMATORY ASSIGNMENT OF TRADEMARKS

This Confirmatory Assignment of Trademarks (the "Confirmatory Assignment") is effective nunc pro tunc as of October 15, 2001 and is made by Roast LLC, a Delaware limited liability company, on behalf of Roast Holdings Inc., a Delaware corporation (the "Assignor") to Roper ASW LLC, a Delaware limited liability company, now known as GfK NOP, LLC ("Assignee").

### BACKGROUND

WHEREAS, Roper Starch Worldwide, Inc., a New York corporation, merged with and into Roper Starch Worldwide, LLC, a New York limited liability company ("RSW LLC"), on August 31, 2001;

WHEREAS, RSW LLC assigned to the Assignor certain trademarks, all of the business relating to such trademarks and all of the goodwill relating thereto pursuant to that certain Asset Purchase Agreement, dated as of September 4, 2001, by and between RSW LLC and the Assignor (the "Prior Assignment");

WHEREAS, as a result of the Prior Assignment, the Assignor owned the trademarks, and the registrations therefor, which are identified in Schedule A attached hereto (the "Trademarks");

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of October 15, 2001, by and between Assignor and RoperASW LLC, (the "Assignee"), the Assignor assigned to the Assignee the Trademarks, all of the business relating to the Trademarks and all of the goodwill related thereto;

WHEREAS, effective October 31, 2003, the Assignor merged with and into Roast LLC, a Delaware limited liability company, and such company is the current successor-in-interest to the Assignor (the "Successor"); and

WHEREAS, the Successor, on behalf of the Assignor, wishes to execute and deliver this Confirmatory Assignment for the purposes of confirming the assignment of the Trademarks and recording such assignment with the United States Patent and Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the Successor, on behalf of the Assignor, and intending to be legally bound hereby, the Successor, on behalf of the Assignor, agrees as follows:

### TERMS

1. Assignment. The Successor, on behalf of the Assignor, hereby confirms the assignment to the Assignee, effective nunc pro tunc as of October 15, 2001, of all of the Assignor's right, title and interest in and to the Trademarks and the use thereof, the registrations of such Trademarks, as set forth in Schedule A, all past, present and future

applications and registrations therefor and extensions and renewals thereof, together with all of the business associated with the Trademarks and all of the goodwill associated with or symbolized by the Trademarks, the right to sue for past, present and future infringement of the Trademarks and the right to any other claim arising out of or relating to the use and ownership of the Trademarks, and all rights corresponding with the foregoing throughout the world.

2. Governing Law. This Confirmatory Assignment shall be governed by and construed in accordance with the laws of the State of New York (regardless of the laws that might otherwise govern under applicable New York conflict of laws principles).

IN WITNESS WHEREOF, the Successor, on behalf of the Assignor, has caused this Confirmatory Assignment to be executed by its duly authorized representative.

Date: July 17, 2006, 2006

The Successor, on behalf of the Assignor:

ROAST LLC

By: Mediamark Research Inc., its sole member

By:  \_\_\_\_\_

Name: Rokud Fverat

Title: Executive Vice President

SCHEDULE A  
TRADEMARKS

Mark	U.S. Application Serial No.	U.S. Registration No.
1. RR (with design)	72289863	0862883
2. STARCH	72307316	0885494
3. STARCH	72308236	0893459
4. STARCH	72308238	0896217
5. STARCH	72308239	0893887
6. ROPER REPORTS	73015850	0999641
7. ROPER REPORTS	73015851	1000152
8. THE INFLUENTIAL AMERICANS	73703967	1535228
9. THE PUBLIC PULSE (with design)	73704192	1535229
10. (design only)	73704195	1535230
11. THE PUBLIC PULSE	73704337	1525602
12. GREEN GAUGE	75555073	2363832
13. GLOBAL PULSE	75923236	2419266