



06-15-2006

FORM PTO-1594 (Rev. 06/04)  
OMB Collection 0651-0027 (exp. 06/30/2005)

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TRADEMARKS O.

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To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

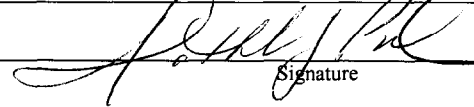
6/12/06

<p><b>1. Name of conveying party(ies):</b>          Millward Brown International Limited  <input type="checkbox"/> Individual(s)      <input type="checkbox"/> Association  <input type="checkbox"/> General Partnership      <input type="checkbox"/> Limited Partnership  <input type="checkbox"/> Corporation -  <input checked="" type="checkbox"/> Other <u>Limited Company</u>          Citizenship (see guidelines) <u>United Kingdom</u>          Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p><b>2. Name and address of receiving party(ies):</b>          Additional name(s) &amp; address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No          Name: <u>Millward Brown UK Limited</u>          Address: <u>Olympus Avenue, Tachbrook Park</u>  <u>Warwick, Warwickshire CV34 6RJ, United Kingdom</u>  <input type="checkbox"/> Association      Citizenship _____  <input type="checkbox"/> General Partnership      Citizenship _____  <input type="checkbox"/> Limited Partnership      Citizenship _____  <input type="checkbox"/> Corporation -  <input checked="" type="checkbox"/> Other <u>Limited Company</u>      Citizenship <u>United Kingdom</u>          If assignee is not domiciled in the United States, a domestic representative designation is attached <input type="checkbox"/> Yes <input type="checkbox"/> No          (Designations must be a separate document from Assignment)</p>
<p><b>3. Nature of Conveyance:</b>  <input type="checkbox"/> Assignment      <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement      <input checked="" type="checkbox"/> Change of Name  <input type="checkbox"/> Other _____          Execution Date: <u>October 1, 2001</u></p>	

<b>4. Application number(s) or registration number(s) and identification or description of the Trademark.</b>	
<p>A. Trademark Application No.(s) <u>76/638,599</u></p>	<p>B. Trademark Registration No.(s)</p>

<p>C. Identification or Description of Trademark(s): <u>MILLWARD BROWN OPTIMOR</u></p>	<p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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<p><b>5. Name and address of party to whom correspondence concerning document should be mailed:</b>  <u>Jordan S. Weinstein</u>  <u>OBLON, SPIVAK, McCLELLAND, MAIER &amp; NEUSTADT, P.C.</u>  <u>Attorneys at Law</u>  <u>1940 Duke Street</u>  <u>Alexandria, Virginia 22314</u>  <u>(703) 413-3000</u>  <u>Email: tmdocket@oblon.com</u>  <u>OSMMN Ref: 272550US</u></p>	<p><b>6. Total number of applications and registrations involved: <u>1</u></b></p> <p><b>7. Total fee (37 CFR 2.6(b)(6) &amp; 3.41): <u>\$40.00</u></b>  <input checked="" type="checkbox"/> Authorized to be charged by credit card  <input checked="" type="checkbox"/> Authorized to be charged to deposit account  <input type="checkbox"/> Enclosed</p> <p><b>8. Payment Information</b>          a. Credit Card (see attached form)          b. Deposit Account Number: <u>50-2014</u></p>
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<p><b>9. Signature:</b>           Signature  <u>Kathleen Cooney-Porter</u>          Name of Person Signing</p>	<p><u>June 12, 2006</u>          Date          Total number of pages, including cover sheet, attachments, and document: <u>3</u></p>
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Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, Virginia 22313-1450

06/14/2006 NJANA1 00000002 76638599 40.00 DP 01 FC:8521



**CERTIFICATE OF INCORPORATION  
ON CHANGE OF NAME**

Company No. 1915514

The Registrar of Companies for England and Wales hereby certifies that

MILLWARD BROWN INTERNATIONAL LIMITED

having by special resolution changed its name, is now incorporated  
under the name of

MILLWARD BROWN UK LIMITED

Given at Companies House, London, the 1st October 2001

*C. Phillips*  
C. PHILLIPS

For The Registrar Of Companies



C O M P A N I E S H O U S E