

FORM PTO-1594 (Rev. 06/04)
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U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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

1. Name of conveying party(ies):
Millward Brown International Limited

Individual(s) Association
 General Partnership Limited Partnership
 Corporation -
 Other Limited Company

Citizenship (see guidelines) United Kingdom
Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of Conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: October 1, 2001

2. Name and address of receiving party(ies):
Additional name(s) & address(es) attached? Yes No

Name: Millward Brown UK Limited
Address: Olympus Avenue, Tachbrook Park
Warwick, Warwickshire CV34 6RJ, United Kingdom

Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation -
 Other Limited Company Citizenship United Kingdom

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No

(Designations must be a separate document from Assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) B. Trademark Registration No.(s)
1,634,327

C. Identification or Description of Trademark(s):
MILLWARD BROWN OPTIMOR

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Jordan S. Weinstein, Esquire
OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C.
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6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 2.6(b)(6) & 3.41): \$40.00

Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed

8. Payment Information
a. Credit Card (see attached form)
b. Deposit Account Number: 50-2014

9. Signature: Jordan S. Weinstein August 11, 2006
Signature Date

Jordan S. Weinstein
Name of Person Signing

Total number of pages, including cover sheet, attachments, and document: 3

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

CH \$40.00 502014 1634327



**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

TRADEMARK