

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
Advertising Audit Service Inc.		06/15/2006	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Pitney Bowes Inc.		
Street Address:	One Elmcroft Road, World Headquarters		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06926-0700		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2992257	MARKET SMARTER. MARKET FASTER. MARKET MORE.	
Registration Number:	2989533	AAS	
CORRESPONDENCE DATA			
Fax Number:	(203)924-3919		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	203-924-3579		
Email:	iptl@pb.com		
Correspondent Name:	Jessica L. Elliott		
Address Line 1:	35 Waterview Drive		
Address Line 2:	26-22		
Address Line 4:	Shelton, CONNECTICUT 06484-8000		
ATTORNEY DOCKET NUMBER:	TS1369		
NAME OF SUBMITTER:	Jessica L. Elliott		
Signature:	/Jessica L. Elliott/		

CH \$65.00 2992257

Date:

08/22/2006

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Advertising Audit Service, Inc. having its principal office at Suite 200, 34705 West Twelve Mile Road, Farmington Hills, MI 48331-3261, hereinafter referred to as "AAS", has adopted and used the following trademarks, and is the sole and exclusive owner of the following United States trademark registrations:

MARK	REGISTRATION NO.	REGISTRATION DATE
MARKET SMARTER. MARKET FASTER. MARKET MORE.	2,992,257	September 6, 2005
AAS	2,989,533	August 30, 2005

and Pitney Bowes Inc., a company incorporated in the State of Delaware and having its principal office at 1 Elmcroft Road, Stamford, CT 06926-0700, hereinafter referred to as "PITNEY BOWES", desires to acquire such trademarks, any applications therefor, any registrations therefor and the goodwill of any business symbolized by such trademarks.

WHEREAS, this Assignment of Trademarks is delivered pursuant to, and is subject to the terms and conditions of, that certain Asset Purchase Agreement, dated as of May 19, 2006 (the "Asset Purchase Agreement"), by and among PITNEY BOWES, AAS, PMH/Caramanning, Inc., a Michigan corporation, Shufelt, Inc., a Michigan corporation, John M. Shufelt, an individual resident in the State of Florida, the John M. Shufelt Trust U/A dated 10-26-82, as amended, a trust organized under the laws of the State of Michigan, and, solely for the purposes of Section 5.9 and 5.11 thereof, Arthur Fiordaliso, an individual resident in the State of Michigan.

NOW, THEREFORE, for the consideration described in the Asset Purchase Agreement, the receipt of which is hereby acknowledged:

1. AAS, effective as of 11:59 pm on the date written below, does hereby sell, convey, transfer, assign and deliver to PITNEY BOWES all rights, title and interest in and to such trademarks (including but not limited to, all registration rights with respect to the trademarks), together with the goodwill of any

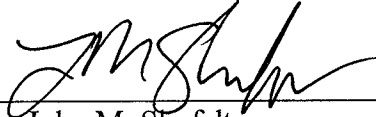
business associated with and symbolized by such trademarks and registrations identified above.

2. AAS hereby agrees to execute all documents to perfect, register, and/or record the rights of PITNEY BOWES to the trademarks as PITNEY BOWES may deem reasonably appropriate. If AAS does not, within fifteen (15) days of written request to AAS, return documents requested by PITNEY BOWES to be executed by AAS, then PITNEY BOWES is hereby granted a limited power of attorney to execute all such documents on behalf of AAS. This power of attorney is coupled with an interest and is irrevocable.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned hereto has executed and delivered this
Assignment of Trademarks as of June 15, 2006.

ADVERTISING AUDIT SERVICE, INC.

By: 
Name: John M. Shufelt
Title: Chairman

NOTARY

State of Michigan

) ss.

County of Oakland

On this the 14th day of June, 2006, before me, John M. Shufelt, the undersigned Notary Public, personally appeared John M. Shufelt, to me known as a duly authorized signatory of Advertising Audit Service, Inc. a Michigan corporation, the assignor above-named, proved to me through satisfactory evidence of identity, which was personally known to be the person whose name is assigned on the preceding document, and acknowledged to me that he/she signed it voluntarily for this stated purpose.

Marilynn G. Wipf
Signature of Notary Public

Marilynn G. Wipf
NOTARY PUBLIC, Macomb County, MI
Acting in Oakland County, MI
My Commission Expires: 11/01/2011
Printed Name of Notary Public