

09-06-2006

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/20)



U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

2006 SEP -5 PM 12:27

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9-5-06

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):

UNDERSTANDING UN LTD.

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other Limited liability company

Citizenship (see guidelines) Ohio

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: IPSOS QUALITATIVE, INC.

Internal

Address: _____

Street Address: 615 Elsinore Place

City: Cincinnati

State: Ohio

Country: USA

Zip: 45202

Association Citizenship _____

General Partnership Citizenship _____

Limited Partnership Citizenship _____

Corporation Citizenship Delaware

Other _____ Citizenship _____

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)

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) November 10, 2005

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other _____

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

A. Trademark Application No.(s)
78/630918; 78/630922; 78/634579
78/630892

B. Trademark Registration No.(s)
2,086,504; 2,354,613; 3,087,600

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: Ruth L. Lansner

Internal Address: _____

Street Address: Holland & Knight LLP
195 Broadway, 24th Floor

City: New York

State: NY Zip: 10007

Phone Number: 212-513-3440

Fax Number: 212-341-7125

Email Address: ruth.lansner@hklaw.com

6. Total number of applications and registrations involved:

7

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 190

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

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____
Authorized User Name _____

9. Signature: [Signature]
Ruth L. Lansner Signature

August 30, 2006 Date

Total number of pages including cover sheet, attachments, and document: 6

09/05/2006 DEYRNE 00000262 78630918

01 FC:8521
02 FC:8522

Documents recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop 4500, Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK ASSIGNMENT

WHEREAS, pursuant to an Asset Purchase Agreement dated the date hereof, Understanding Un Ltd., an Ohio limited liability company ("Assignor"), agreed to convey to Ipsos Qualitative, Inc., a Delaware corporation ("Assignee"), and Assignee agreed to acquire from Assignor, certain tangible and intangible assets of Assignor, including all right, title and interest of Assignor in and to the trademarks and service marks and applications and registrations therefor set forth on Exhibit 1 hereto (hereinafter collectively called the "Marks"), together with the goodwill appurtenant to the Marks; and

WHEREAS, Assignor desires to assign the Marks, together with the goodwill appurtenant to the Marks, to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest as Assignor may possess in and to the Marks anywhere in the world, together with the goodwill appurtenant to the Marks, and including all income, royalties, damages and payments now or hereafter due or payable by any third party with respect to the Marks, and all causes of action (at law or in equity) and all rights to sue, counterclaim and recover for past, present and future infringement of the rights granted hereby.

IN WITNESS WHEREOF, the Assignor and Assignee have executed this

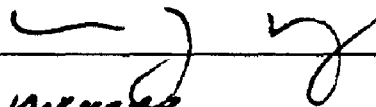
Assignment as of the 10th day of November, 2005.

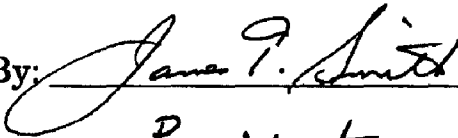
ASSIGNOR:

ASSIGNEE:

UNDERSTANDING UN LTD.

IPSOS QUALITATIVE, INC.

By: 
Its: MEMBER


By: 
Its: President

State of New York}

}

County of New York}

On the 10th day of November, 2005, before me came William J. Keating, Jr. to me known, who being by me duly sworn, did depose and say that he resides in Cincinnati, Ohio, that he is a Member of Understanding Un Ltd., the limited liability company described in, and which executed, the foregoing instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such company's seal, it was so affixed by order of the Board of Directors of said limited liability company, and that he signed his name thereto by like order



Notary Public

ELLISE M. MARTHALLER
NOTARY PUBLIC STATE OF NEW YORK
NO. 02 MA 610 1118
QUALIFIED IN WESTCHESTER COUNTY
COMMISSION EXPIRES NOV. 3, 2007

State of New York}

}

County of New York}

On the 10th day of November, 2005, before me came James T. Smith to me known, who being by me duly sworn, did depose and say that he resides in St. Louis, Missouri, that he is the President of Ipsos Qualitative, Inc., the corporation described in, and which executed, the foregoing instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board of Directors of said corporation; and that he signed his name thereto by like order.



Notary Public

ELISE M. MARTHALLER
NOTARY PUBLIC STATE OF NEW YORK
NO. 02 MA 610 1118
QUALIFIED IN WESTCHESTER COUNTY
COMMISSION EXPIRES NOV. 3, 2007

EXHIBIT 1 TO TRADEMARK ASSIGNMENT
of Understanding Un Ltd., an Ohio limited liability company ("Assignor")

MARK	REGISTRATION/ SERIAL NUMBER	ORIGINAL ISSUE DATE/ FILING DATE	OWNER	STATUS
UNDERSTANDING UN LTD	Reg. 2,086,504	August 5, 1997	Understanding Un Ltd.	Renewal Date: August 5, 2006 to August 5, 2007
MARKETING MOMS	Reg. 2,354,613	June 6, 2000	Understanding Un Ltd. (Assignee as of September 30, 2003 of Insights, Marilyn O'Brien)	Combined Declaration of Use Section 8 & 15 to be filed June 6, 2005 to June 6, 2006 Renewal to be filed June 6, 2009 to June 6, 2010
SHOPPER CONNECTS	SN 78/630892	May 16, 2005 (Filing Date)	Understanding Un Ltd.	Recently filed application, not yet assigned to examining attorney
MARKETING MINDS	SN 78/630918	May 16, 2005 (Filing Date)	Understanding Un Ltd.	Recently filed application, not yet assigned to examining attorney
CLW	SN 78/630922	May 16, 2005 (Filing Date)	Understanding Un Ltd.	Recently filed application, not yet assigned to examining attorney
BETTER IDEAS FASTER... FROM THE WORLD'S MOST QUALIFIED CONSUMERS	SN 78/630926	May 16, 2005 (Filing Date)	Understanding Un Ltd.	Recently filed application, not yet assigned to examining attorney
CONSUMER DIRECTS	SN 78/634579	May 23, 2005 (Filing Date)	Understanding Un Ltd.	Recently filed application, not yet assigned to examining attorney

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August 29, 2006

Ruth L. Lansner
212 513-3440
ruth.lansner@hklaw.com

Mail Stop Assignment Recordation Services
Director of the US Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Re: Assignment from UNDERSTANDING UN LTD.
to IPSOS QUALITATIVE, INC.
Application Nos.: 78/630918; 78/630922; 78/634579 and 78/630892
Registration Nos.: 2,086,504; 2,354,613 and 3,087,600

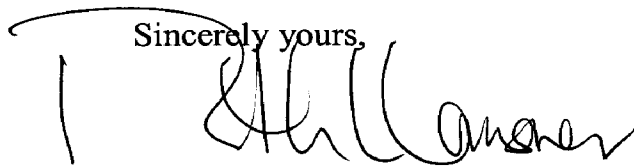
Dear Sirs and Mesdames:

Please record the assignments for the application numbers and trademark registrations set forth in the attached recordation form cover sheet for the above-referenced application and registration numbers. The \$190.00 recordation fee is enclosed.

Kindly acknowledge receipt of this Recordation Form on the enclosed self-addressed postcard.

Thank you very much.

Sincerely yours,



Ruth L. Lansner

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