

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BBI Marketing Services, Inc.		12/31/2006	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	AC Nielsen (US), Inc.
<b>Street Address:</b>	150 North Martingale Road
<b>City:</b>	Schaumburg
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60173
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Serial Number:	78900617	BASES CHATTERBOX
Serial Number:	78644208	BASES DECISIONPOINT
Serial Number:	78660016	BASES INTROSCAPE
Serial Number:	78900633	BASES SNAPSHOT
Serial Number:	78732673	BASES FINDTIME
Registration Number:	1206443	BASES
Registration Number:	2539874	BASES ATTVISOR
Registration Number:	2580483	BASES BRAND ADVISOR
Registration Number:	2708097	BASES PRICE ADVISOR
Registration Number:	2846930	BASES PRODUCT ADVISOR
Registration Number:	2916601	PINECONE RESEARCH
Registration Number:	1737005	PRE-BASES
Registration Number:	1897695	RESTAGER
Registration Number:	1751521	SOVA

OP \$415.00 78900617

Registration Number:	2458730	STRATEGY ADVISOR
Registration Number:	2201158	

**CORRESPONDENCE DATA**

Fax Number: (312)474-0448  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 312-474-6300  
Email: docket@marshallip.com  
Correspondent Name: Michael R. Graham  
Address Line 1: 233 South Wacker Drive  
Address Line 2: Suite 6300  
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	30619/10006
NAME OF SUBMITTER:	Michael R. Graham
Signature:	/Michael R. Graham/
Date:	01/09/2007

Total Attachments: 3  
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is entered between BBI MARKETING SERVICES, INC., a Delaware Corporation, and AC Nielsen (US), Inc., a Delaware corporation, effective as of the date of signing below.

WHEREAS, BBI MARKETING SERVICES, INC. (hereinafter "Assignor"), a corporation organized and existing under the laws of the State of Delaware with a principal place of business at 50 West RiverCenter Boulevard, Suite 600, Covington, Kentucky 41011, is the owner of all right, title and interest in and to the trademarks listed on the attached Schedules A and B, including the goodwill of the business symbolized thereby, and the corresponding applications filed and registrations issued therefor, as listed in Schedules A and B, respectively, in the United States Patent and Trademark Office (hereinafter "the Trademarks"); and

WHEREAS, AC NIELSEN (US), INC. (hereinafter "Assignee"), a corporation organized and existing under the laws of the State of Delaware with a principal place of business at 150 North Martingale Road, Schaumburg, IL 60173, as the successor to the business of Assignor in the United States desires to acquire, and Assignor wishes to assign to Assignee, any and all right, title and interest in and to the Trademarks along with the goodwill appurtenant thereto;

NOW, THEREFORE:

In consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby, the right to sue for past infringement, the right to prosecute applications and maintain registrations, and the U.S. Trademark Applications and Registration identified in the attached Schedules A and B.

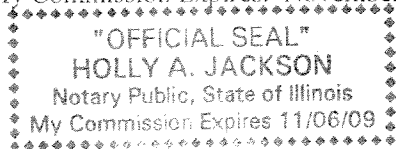
BBI MARKETING SERVICES, INC.

Dated: December 31, 2006

By: *Mary A. Dresdow*  
Name: Mary A. Dresdow  
Title: Secretary

SUBSCRIBED and SWORN to before me this 31st day of December 2006.

*Holly A. Jackson*  
Holly A. Jackson, Notary Public  
My Commission Expires: November 6, 2009



SCHEDULE A

BBI MARKETING SERVICES, INC.

UNITED STATES TRADEMARK APPLICATIONS

<u>Client No.</u>	<u>Matter No.</u>	<u>Mark</u>	<u>Application No.</u>	<u>Filing Date</u>
30300	60046	BASES CHATTERBOX	78/900,617	05-Jun-2006
30300	60042	BASES DECISIONPOINT	78/644,208	06-Jun-2005
30300	60045	BASES FINDTIME	732,673	13-Oct-2005
30300	60043	BASES INTROSCAPE	78/660,016	08-Jul-2005
30300	60047	BASES SNAPSHOT	78/900,633	05-Jun-2005

**SCHEDULE B**

BBI MARKETING SERVICES, INC.

UNITED STATES TRADEMARK REGISTRATIONS

<u>Client No.</u>	<u>Matter No.</u>	<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
30300	60004	BASES	1,206,443	24-Aug-1982
30300	60011	BASES ATTVISOR	2,539,874	19-Feb-2002
30300	60012	BASES BRAND ADVISOR	2,580,483	11-Jun-2002
30300	60010	BASES PRICE ADVISOR	2,708,097	15-Apr-2003
30300	60014	BASES PRODUCT ADVISOR	2,846,930	25-May-2004
30300	60015	PINECONE RESEARCH	2,916,601	04-Jan-2005
30300	60019	PRE-BASES	1,737,005	01-Dec-1992
30300	60003	RESTAGER	1,897,695	06-Jun-1995
30300	60002	SOVA	1,751,521	09-Feb-1993
30300	60009	STRATEGY ADVISOR	2,458,730	05-Jun-2001
30300	60013	WORLD Design	2,201,158	03-Nov-1998