

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Information Resources, Inc.		05/16/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Bank of America, N.A., as Administrative Agent
Street Address:	1455 Market Street, CA5-701-05-19
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94103
Entity Type:	National Association: UNITED STATES

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	2947508	SHOPPERS' HOTLINE
Registration Number:	2963006	SHOPPERS' HOTLINE
Registration Number:	2951166	QSCAN
Registration Number:	2903089	FAMILYSCAN
Registration Number:	2717537	RXPULSE
Registration Number:	2633967	INFOFORCE
Registration Number:	2626817	CPGNETWORK.COM
Registration Number:	2629481	CPGNETWORK
Registration Number:	2541907	E-TESTING
Registration Number:	2531243	E SCAN
Registration Number:	2415629	E
Serial Number:	75761915	E-PROFILE
Registration Number:	2619240	SCANKEY
Registration Number:	1487750	FEATURESCAN

CH \$490.00 2947508

Registration Number:	1499306	PCINFOSCAN
Registration Number:	1435889	INFOSCAN
Registration Number:	1203102	INFORMATION MAPPING
Registration Number:	1200725	INFORMATION MAPPING
Registration Number:	1177573	BEHAVIORSCAN

**CORRESPONDENCE DATA**

Fax Number: (704)444-8847

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (704) 343-2000

Email: kimberly.saltrick@hmw.com, gina.eikenberry-wray@hmw.com

Correspondent Name: Kimberly B. Saltrick, Paralegal

Address Line 1: 201 North Tryon Street

Address Line 2: Helms Mulliss & Wicker, PLLC

Address Line 4: Charlotte, NORTH CAROLINA 28202

ATTORNEY DOCKET NUMBER:	4052178-3145
NAME OF SUBMITTER:	Kevin McGinnis
Signature:	/Kevin McGinnis/
Date:	07/24/2007

**Total Attachments: 23**

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**EXHIBIT A****Registered Trademarks and Trademark Applications**

	<b>Trademark</b>	<b>(Application) or Registration Number(s)</b>	<b>(Application) or Registration Date(s)</b>	<b>Exact Legal Name of Owner</b>
1.	SHOPPERS' HOTLINE	2,947,508	05/10/05	Information Resources, Inc.
2.	SHOPPERS' HOTLINE	2,963,006	06/21/05	Information Resources, Inc.
3.	QSCAN	2,951,166	05/17/05	Information Resources, Inc.
4.	FAMILYSCAN	2,903,089	11/16/04	Information Resources, Inc.
5.	RXPULSE	2,717,537	05/20/03	Information Resources, Inc.
6.	INFOFORCE	2,633,967	10/15/02	Information Resources, Inc.
7.	CPGENETWORK.COM	2,626,817	09/24/02	Information Resources, Inc.
8.	CPGNETWORK	2,629,481	10/01/02	Information Resources, Inc.
9.	E-TESTING	2,541,907	02/19/02	Information Resources, Inc.
10.	E SCAN	2,531,243	01/22/02	Information Resources, Inc.
11.	E	2,415,629	12/26/00	Information Resources, Inc.
12.	E-PROFILE	(75-761,915)	(07/27/99)	Information Resources, Inc.
13.	SCANKEY	2,619,240	09/17/02	Information Resources, Inc.
14.	FEATURESCAN	1,487,750	05/10/88	Information Resources, Inc.
15.	PCINFOSCAN	1,499,306	08/09/88	Information Resources, Inc.
16.	INFOSCAN	1,435,889	04/07/87	Information Resources, Inc.
17.	INFORMATION MAPPING	1,203,102	07/27/82	Information Resources, Inc.
18.	INFORMATION MAPPING	1,200,725	07/06/82	Information Resources, Inc.
19.	BEHAVIORSCAN	1,177,573	11/07/81	Information Resources, Inc.

**NOTICE OF SECURITY INTEREST IN  
UNITED STATES PATENTS, TRADEMARKS AND COPYRIGHTS**

U.S. Department of Commerce  
U.S. Patent and Trademark Office  
U.S. Copyright Office

Please be advised that the undersigned has granted a continuing security interest in, and a continuing lien upon, all of the patents and patent applications described on Schedule I, all of the trademarks and trademark applications described on Schedule II, and all of the copyrights described on Schedule III (collectively, the "Intellectual Property") to **BANK OF AMERICA, N.A.**, as Administrative Agent (the "Administrative Agent"), pursuant to that certain **INTELLECTUAL PROPERTY SECURITY** made and entered into as of May 16, 2007 by **INFORMATION RESOURCES, INC.**, a Delaware corporation, and **EACH OF THE UNDERSIGNED SUBSIDIARIES OF THE BORROWER AND EACH OTHER PERSON WHO SHALL BECOME A PARTY HERETO BY EXECUTION OF AN IP SECURITY JOINDER AGREEMENT**, and the Administrative Agent (as amended, restated, supplemented or otherwise modified from time to time, the "IP Security Agreement").

The Secured Party's security interest in the described Intellectual Property can be terminated only in accordance with the terms of the IP Security Agreement.

*[Remainder of page left blank intentionally; signature pages follow.]*

Agreed to and accepted this 16<sup>th</sup> day of May, 2007.

**INFORMATION RESOURCES, INC.**

By: 

Name: Michael S. Duffey

Title: Chief Financial Officer

**INFORMATION RESOURCES DHC, INC.**

**INFOSCAN ITALY HOLDINGS, INC.**

**IRI BWS HOLDINGS, INC.**

**IRI CYPRUS HOLDINGS, INC.**

**IRI FRENCH HOLDINGS, INC.**

**IRI GREEK HOLDINGS, INC.**

**IRI GUATEMALA HOLDINGS, INC.**

**IRI ITALY HOLDINGS, INC.**

**IRI LOGISTICS, INC.**

**NORTH CLINTON CORPORATION**

**SHOPPERS HOTLINE, INC.**

**564 RANDOLPH CO. #2**

By: 

Name: Michael S. Duffey

Title: President

NOTICE OF SECURITY INTEREST IN  
UNITED STATES PATENTS, TRADEMARKS AND COPYRIGHTS  
Signature Page

**TRADEMARK**  
**REEL: 003587 FRAME: 0969**

**SCHEDULE I**  
**Patent and Patent Applications**

*See attached.*

**SCHEDULE I**

**Patents and Patent Applications**

<i>Exact Legal Name of Owner</i>	<i>Description of Intellectual Property</i>	<i>Country(ies) of Registration</i>	<i>(Application) or Registration Number(s)</i>	<i>Registration Office(s)</i>	<i>(Application) or Registration Date(s)</i>
Information Resources, Inc.	Television Distribution System for Signal Substitution	US	6941573	US	2005-September-06
Information Resources, Inc.	Broadcast Channel Substitution Method and Apparatus	US	5389964	US	1995-February-14
Information Resources, Inc.	Cable Television With Multi-Event Signal Substitution	US	RE33808	US	1992-January-28
Information Resources, Inc.	Signal Matching Signal Substitution	US	4733301	US	1988-March-22
Information Resources, Inc.	A Method of Aggregating Data Utilizing Aggregated Data	US	N/A	US	2007-January-26
Information Resources, Inc.	Data Fusion Methods	US	N/A	US	2007-January-26

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Information Resources, Inc.	Analytic Platform	US	N/A	US	2007-January-26
Information Resources, Inc.	System and Method for Transitioning to New Data Services	US	11/402098	US	2006-April-11
Information Resources, Inc.	System and Method for Analyzing and Correcting Retail	US	10/783323	US	2004-February-20
Information Resources, Inc.	Television Distribution System for Signal Substitution	US	09/875476	US	2001-June-06
Information Resources, Inc.	System and Method for Analyzing and Correcting Retail	EP	2005713819	US	2005-May-22
Information Resources, Inc.	Signal Matching Signal Substitution	DE	3751305	DE	1995-May-17
Information Resources, Inc.	Broadcast Channel Substitution Method and Apparatus	EP	1994905559	EP	1993-December-29
Information Resources, Inc.	Broadcast Channel Substitution Method and Apparatus	JP	19945160903	JP	1993-December-29
Information Resources, Inc.	Fast Tuning Control for a Television System	JP	1987503461	JP	1987-May-29
Information	Signal Matching	JP	1987109702	JP	1987-May-29

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Resources, Inc.	Signal Substitution					
Information Resources, Inc.	Fast Tuning Control for TV Receiver	JP	1986503302	JP	1986-June-03	
Information Resources, Inc.	Passive Data Collection System for Market Research Data	AU	613741	AU	1991-August-08	
Information Resources, Inc.	Television Distribution System for Signal Distribution	CA	N/A	CA	1997-July-15	
Information Resources, Inc.	Passive Data Collection System for Market Research Data	CA	1301346	CA	1992-May-19	
Information Resources, Inc.	Fast Tuning Control for a Television System	CA	1278887	CA	1991-January-08	
Information Resources, Inc.	Signal Matching Signal Substitution	CA	1246209	CA	1987-May-29	
Information Resources, Inc.	Fast Tuning Control for TV Receiver	CA	1315901	CA	1993-April-06	
Information Resources, Inc.	Signal Matching Signal Substitution	IT	270630	IT	1995-May-17	
Information Resources, Inc.	Signal Matching Signal Substitution	LU	270630	LU	1995-May-17	

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Information Resources, Inc.		US	60/891,933	US	2007-March-12
Information Resources, Inc.		US	60/891,936	US	2007-March-12

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**SCHEDULE II**  
Trademarks and Trademark Applications

*See attached.*

SCHEDULE II

Registered Trademarks and Trademark Applications

<i>Exact Legal Name of Owner</i>	<i>Description of Intellectual Property</i>	<i>Trademark</i>	<i>(Application) or Registration Number(s)</i>	<i>Country(ies) of Registration</i>	<i>(Application) or Registration Date(s)</i>
Information Resources, Inc.	Market Research Services	INFOSCAN	B1538476	United Kingdom	06/12/93
Information Resources, Inc.	Market Research Services	INFOSCAN	TMA483,541	Canada	03/31/94
Information Resources, Inc.	Market Research Services	QSCAN	TMA483,837	Canada	03/31/94
Information Resources, Inc.	Product Market Survey and Analysis	SHOPPERS' HOTLINE	2,947,508	US	05/10/05
Information Resources, Inc.	Product Market Survey and Analysis	SHOPPERS' HOTLINE	2,963,006	US	06/21/05
Information Resources, Inc.	Market Services, namely marketing research services for manufacturers and retailers based upon universal product code scanner data collected on store-by-store basis for all stores within participating chains, together with complimentary feature ad information	QSCAN	2,951,166	US	05/17/05
Information Resources, Inc.	Merchandise coupon information services for manufacturers	FAMILYSCAN	2,903,089	US	11/16/04
Information Resources, Inc.	Market research services, business marketing consulting services, consumer purchase and survey services and related marketing	RXPULSE	2,717,537	US	05/20/03

Information Resources, Inc.	analysis services in the pharmaceutical and healthcare fields Market research services in the nature of marketing and merchandising services, namely collection, analysis and reporting of data gathered within retail outlets; cooperative advertising and marketing services in the nature of product placement, merchandising support, product detailing, special events and promotional support for products	INFOFORCE	2,633,967	US	10/15/02
Information Resources, Inc.	Business marketing consulting services, market research services and providing business information about retail sales, marketing and promotion, consumers behavior, and related business decision support information; business marketing consulting services, market research services and providing business information about retail sales, marketing and promotion, consumer behavior and related business decision support information via the internet	CPGENETWORK.COM	2,626,817	US	09/24/02
Information Resources, Inc.	Business marketing consulting services, market research services	CPGNETWORK	2,629,481	US	10/01/02

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	and providing business information about retail sales, marketing and promotion, consumer behavior, and related business decision support information; business marketing consulting services, market research services and providing business information about retail sales, marketing and promotion, consumer behavior, and related business decision support information via the internet				
Information Resources, Inc.	Market research services for manufacturers, retailers, media content companies, consultants and advertising agencies in the consumer packaged goods field	E-TESTING	2,541,907	US	02/19/02
Information Resources, Inc.	Market research services for manufacturer, retailers, media content companies, consultants and advertising agencies in the consumer packaged goods field	E SCAN	2,531,243	US	01/22/02
Information Resources, Inc.	Market research services for manufacturers, retailers, media content companies, consultants, and advertising agencies in the consumer packaged goods field	E	2,415,629	US	12/26/00
Information Resources, Inc.	Market research services for manufacturers, retailers, media content companies, consultants,	E-PROFILE	(75-761,915)	US	(07/27/99)

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Information Resources, Inc.	and advertising agencies in the consumer packaged goods field	SCANKEY	2,619,240	US	09/17/02
Information Resources, Inc.	Electronic bar code reading and recording devices used to aid manufacturers and consumers to record and track sales and purchases	FEATURESCAN	1,487,750	US	05/10/88
Information Resources, Inc.	Tracking service for feature advertising activity	PCINFOSCAN	1,499,306	US	08/09/88
Information Resources, Inc.	Computer software packages comprised of computer programs recorded on machine-readable media and user's manual for sales and marketing information analysis, all sold as a unit	INFOSCAN	1,435,889	US	04/07/87
Information Resources, Inc.	Marketing research services for manufacturers and retailers based upon universal product code scanner-collected purchase data and detailed price promotion data	INFORMATION MAPPING	1,203,102	US	07/27/82
Information Resources, Inc.	Educational Services - namely, conducting seminars, instructing others in writing methods and techniques	INFORMATION MAPPING	1,200,725	US	07/06/82
Information Resources, Inc.	Providing custom writing services	BEHAVIORSCAN	1,177,573	US	11/07/81
Information Resources, Inc.	Marketing research services	CPGNETWORK	1607845	European Community Trademark	08/13/01

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Information Resources, Inc.	business information and related decision support services in the filed of marketing and market research via access to a website	INFOSCAN	1767579MO	Spain	04/20/94
Information Resources, Inc.	Marketing research services	IRI PUERTO RICO	34,033	Puerto Rico	March 1995
Information Resources, Inc.	Market tracking services and related market research services	IRI	34,032	Puerto Rico	March 1995
Information Resources, Inc.	Market tracking services and related market research services	INFOSCAN	34,031	Puerto Rico	March 1995
Information Resources, Inc.	Supply information for enterprises on market research and parts of markets, research and market research	GPS GESTION DU PRIX SCANNING	00 3004650	France	03/10/00
Information Resources, Inc.	Supply information for enterprises on market research and parts of markets by electronic messaging; research and market research	QUICKSHARE	99 811022	France	02/11/00
Information Resources, Inc.	Marketing studies	BEHAVIOR SCAN	13332378	France	11/15/95
Information Resources, Inc.	Apparatus and scientific instruments, nautical, surveying, electric not included in other classes, photographic, cinematographic, optical, weighting, measuring, signaling, checking (inspecting), assistance (life saving) and teaching, apparatus for recording,	INFOSCAN	535824	France	06/03/03

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	transmission, reproduction of sound or images, magnetic recording carriers, phonograph records; automatic distribution machines and mechanisms for corn freed apparatus; cash registers, calculating machines, equipment for data processing and computers; firs extingushing apparatus. Advertising and commercial business management, commercial administration and more particularly services of studies and market analysis and commercial information. Insurance; financial business, banking, real estate business				
Information Resources, Inc.	Marketing services	INFOSCAN	P 413656	Switzerland	06/15/03
Information Resources, Inc.	Market lobe and market analyses	INFOSCAN	1502238	Austria	12/01/93
Information Resources, Inc.	All services for referring classes	IRI	472052	Mexico	09/01/94
Information Resources, Inc.	Consultancy services and design win the field of programs of calculation and marketing research	IRI	472053	Mexico	09/01/94
Information Resources, Inc.	All goods for referring classes	DATASERVER	472054	Mexico	09/01/94
Information Resources, Inc.	All goods for referring classes, excluding namely galvanizing apparatus, electroplating, marking	PC EXPRESS	503372	Mexico	09/06/95

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	gauges, megaphones (non electric), apparatus for transfer oxygen, ozonising apparatus, fire beaters and mechanical signs, this way as well as clothing						
Information Resources, Inc.	All goods for referring classes	IRI	472051	Mexico	09/01/94		
Information Resources, Inc.	Advertising & Business Services	INFOSCAN CENSUS	4088490	Japan	12/05/97		
Information Resources, Inc.	Advertising & Business Services	INFOSCAN	4088489	Japan	12/05/97		
Information Resources, Inc.	Advertising & Business Services	IRI	4088488	Japan	12/05/97		
Information Resources, Inc.	Electrical & Scientific Apparatus	LOGISTICS PARTNER	3344326	Japan	09/05/97		
Information Resources, Inc.	Electrical & Scientific Apparatus	DATASERVER TARGETER	3344325	Japan	09/05/97		
Information Resources, Inc.	Electrical & Scientific Apparatus	DATASERVER QUICKVIEW	3344324	Japan	09/05/97		
Information Resources, Inc.	Services of field marketing studies and market analysis	INFOSCAN	2902749	Germany	03/08/95		
Information Resources, Inc.	Marketing research services	INFOSCAN	670307	Italy	06/17/03		
Information Resources, Inc.	All products; all services; market services, namely financial services directed to/for manufacturer and retailers regarding acquiring of financial data for different products, all based on bar code standard and sales data	INFOSCAN	260352	Sweden	08/19/94		

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Information Resources, Inc.	Market research services for manufacturers, retailers, media content companies, consultants and advertising agencies in the consumer packaged goods field	E-TESTING	2,541,907	US	02/19/02
Information Resources, Inc.	Market research services for manufacturers, retailers, media content companies, consultants, and advertising agencies in the consumer packaged good field	E SCAN	2,531,243	US	01/22/02
Information Resources, Inc.	Market research services for manufacturers, retailers, media content companies, consultants, and advertising agencies in the consumer packaged goods field	E	2,415,629	US	12/26/00
Information Resources, Inc.	Tracking service for feature advertising activity	FEATURESCAN	1,487,750	US	05/10/88
Information Resources, Inc.	Computer software packages comprised of computer programs recorded on machine-readable media and user's manuals for sales and marketing information analysis, sold as a unit	PCINFOSCAN	1,499,306	US	08/09/88
Information Resources, Inc.	Marketing research services for manufacturers and retailers based upon universal product code scanner-collected purchase data and detailed price promotion data	INFOSCAN	1,435,889	US	04/07/87
Information Resources, Inc.	Marketing research services	BEHAVIORSCAN	1,177,573	US	11/10/81

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**SCHEDULE III**  
**Copyrights**

*See attached.*

**SCHEDULE III**

**Copyright Registrations**

<i>Exact Legal Name of Owner</i>	<i>Description of Intellectual Property</i>	<i>Country(ies) of Registration</i>	<i>Application or Registration Number(s)</i>	<i>Registration Office(s)</i>	<i>Application or Registration Date(s)</i>
Information Resources, Inc.	UNIX COSORT : Version 2.5 : User's Manual and Programmer's Guide	US	TX3282643	US	1992-January-23
Information Resources, Inc.	UNIX COSORT : Version 2.5 : Source Code; COSRT for UNIX	US	TX3282642	US	1992-January-23
Information Resources, Inc.	Oil & Gas Accounting System Computer Program	US	TX2506209	US	1988-May-02
Information Resources, Inc.	Production Information Management System Computer Program	US	TX2496022	US	1988-May-02
Information Resources, Inc.	Production Information Management System Computer Program	US	TX2451140	US	1988-May-02
Information Resources, Inc.	Windfall Profits Tax System	US	TX2451139	US	1988-May-02

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Information Resources, Inc.	Computer Program	US	TX2451138	US	1988-May-02
Information Resources, Inc.	Real Estate Management System - Condominium Manager Computer Program	US	TX2451137	US	1988-May-02
Information Resources, Inc.	Payroll System Computer Program	US	TX2451136	US	1988-May-02
Information Resources, Inc.	Marketing Contract Administration System Computer Program	US	TX2451114	US	1988-May-02
Information Resources, Inc.	Retail Furniture System Computer Program	US	TX2451113	US	1988-May-02
Information Resources, Inc.	Real Estate Management System-Residential Property Manager Computer Program	US	TX2451112	US	1988-May-02
Information Resources, Inc.	Real Estate Management System-Financial Manager Compute Program	US	TX2451111	US	1988-May-02
Information Resources, Inc.	Oil & Gas Accounting System Computer Program	US			

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Information Resources, Inc.	Payroll System Computer Program	US	TX2451110	US	1988-May-02
Information Resources, Inc.	Land & Lease Records System Computer Program	US	TX2451109	US	1988-May-02
Information Resources, Inc.	Land & Lease Records System Computer Program	US	TX2437324	US	1988-May-02
Information Resources, Inc.	Real Estate Management System-Accounts Payable Computer Program	US	TX2437323	US	1988-May-02
Information Resources, Inc.	Real Estate Management System-Utility Billing System Computer Program	US	TX2437322	US	1988-May-02
Information Resources, Inc.	Marketing & Investor Services System Computer Program	US	TX2437321	US	1988-May-02
Information Resources, Inc.	Accounting System Computer Program	US	TX2437320	US	1988-May-02
Information Resources, Inc.	Express PC Menu System : Version 2.1 : User Guide	US	TX2007959	US	1986-December-30
Information Resources, Inc.	Express MC Menu System 1.7	US	TX1978062	US	1986-December-29
Information Resources, Inc.	Express P.C. Menu	US	TX1967161	US	1986-December-29

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Resources, Inc.	System, Version					
Information Resources, Inc.	2.1 Program Manual, Cosort, Version 3.0 for CP/M-86	US	TX1376277	US	1984-May-18	
Information Resources, Inc.	Octane Week: An Exclusive Report on the Latest Octane and Gasoline Market Developments - Vol. 1, Issue 1, May 5, 1986	US	TX1819079	US	1986-May-14	
Information Resources, Inc.		US	(60,891,933)	US	(03/12/07)	
Information Resources, Inc.		US	(60,891,936)	US	(03/12/07)	

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