

**TRADEMARK & PATENT**

COMPRISING THE LAW OFFICE OF M/

05-19-1999



101035678

May 14, 1999

**ERICA, P.C.**

5 Broadway New York, NY 10010-7108  
Tel: (212) 387-0247 Fax: (212) 387-0167  
E-mail: trademark@tmcounselors.com

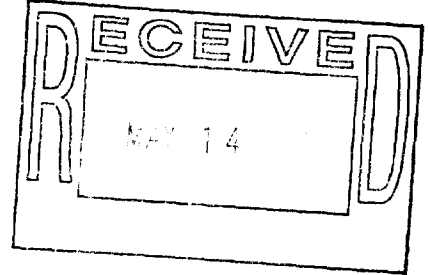
Mark I. Peroff  
Keith E. Danish  
Michael J. Brown  
G. Mathew Lombard  
John L. Chiatelas\*  
*\*admitted to the state of Michigan*

**RECORDATION FORM COVER SHEET - TRADEMARKS**

*Of counsel:*  
Stephen N. Dratch  
Freema Gluck

Commissioner of Patents and Trademarks  
Washington, D.C. 20231

Attn: BOX ASSIGNMENT



Re: Recordal of Change of Name  
From: TAYLOR NELSON AGB PLC  
To : TAYLOR NELSON SOFRES plc  
Trademark: **FOQUS FOCUS ON QUALITY OF SERVICE & Device**  
Application Ser. No.: 75/189,677  
Our Ref.: 287.016

5/14/99

Sir:

Please record the attached original documents or copy thereof:

1. Name of conveying party(ies):

Taylor Nelson AGB PLC, a corporation organized and existing under the laws of the United Kingdom of Great Britain and Northern Ireland.

2. Name and address of receiving party(ies):

Taylor Nelson Sofres plc, a corporation organized and existing under the laws of the United Kingdom of Great Britain and Northern Ireland, located and having a place of business at AGB House, Westgate, London W5 1UA, England.

3. Nature of conveyance:

Change of Name  
Date of execution: June 16, 1998

4. Trademark Application/Registration Number:

75/189,677

05/18/1999 JSHABAZZ 00000179 75189677

01 FC:481

0021396.01

40.00 DP

Express Mail<sup>®</sup> mailing label number EL044839235 US  
Date of Deposit 5/14/99

I hereby certify that this paper or fee is being deposited with the United Postal Service "Express Mail<sup>®</sup> Return to Addressee" service under 37 CFR 201.10 on the date indicated above and is addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231

JULIO SIMMONS  
Julio Simmons  
(Signature of person mailing paper or fee)

**TRADEMARK**

**REEL: 001898 FRAME: 0183**

5. Please address all correspondence in this matter to:

Mark I. Peroff  
Trademark & Patent Counselors of America, P.C.  
915 Broadway - 19th Floor  
New York, New York 10010  
(212) 387-0247

6. Total number of applications and registrations involved: one

7. Total fee enclosed: \$40.00.

8. Also enclosed is a Certificate of Express Mail, label number  
EL044839235 US, and an acknowledgment postcard.

9. To the best of my knowledge and belief, the foregoing  
information is true and correct and any attached copy is a true  
copy of the original document.

Sincerely,



Keith E. Danish

KED/wf  
Enclosures

Total number of pages comprising cover sheet: 3

P.S. Note an executed Power of Attorney and an executed Appointment  
of Domestic Representative are enclosed.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE


ASSIGNEE : Taylor Nelson Sofres Plc  
MARK : FOQUS FOCUS ON QUALITY OF SERVICE and Design  
SER. NO. : 75/189,677  
FILED : OCTOBER 30, 1996

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Trademark & Patent Counselors of America, P.C., whose address is 915 Broadway, New York, New York 10010-7108, telephone no. (212) 387-0247, fax no. (212) 387-0167, is hereby designated assignee's representative upon whom all notices or process in proceedings affecting the mark may be served.

TAYLOR NELSON SOFRES PLC

Dated: *17<sup>th</sup> February*, 1998  
*C*

By:   
Title: *COMPANY SECRETARY*  
Print Name: *JOHN S. ROBERTS*



**CERTIFICATE OF INCORPORATION  
ON CHANGE OF NAME**

Company No. 912624

The Registrar of Companies for England and Wales hereby certifies that

TAYLOR NELSON AGB PLC

having by special resolution changed its name, is now incorporated  
under the name of

TAYLOR NELSON SOFRES plc

Given at Companies House, London, the 16th June 1998

*L. Barnes*

MRS. L. BARNES

For The Registrar Of Companies



COMPANIES HOUSE

TRADEMARK

REEL: 001898 FRAME: 0186

S C H E D U L E

<u>Trademark</u>	<u>Application Serial No.</u>	<u>Filing Date</u>
FOQUS FOCUS ON QUALITY OF SERVICE & Device	75/189,677	October 30, 1996

\* \* \* \* \*  
\* \* \* \* \*

0021396.01