

06-06-2001



S-30-01

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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment
- Merger  Effective Date  
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date  
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)     
City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  Association
- Corporation  Association
- Other

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of ad hoc representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

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Mail documents to be recorded with required cover sheet(s) information to:  
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**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments. #

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

**Number of Properties**

Enter the total number of properties involved. #

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed  Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**Statement and Signature**

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. Charges to deposit account are authorized, as indicated herein.

E. Leonard Rubin

5/30/2001

Name of Person Signing

Signature

Date Signed

TRADEMARK ASSIGNMENT

IN CONSIDERATION of the sum of \$10.00 and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor:

Industrial Marketing Research, Inc.  
a/k/a IMR Research, Inc.  
140 Burlington  
Clarendon Hills, Illinois 60514

hereby assigns to Assignee:

IMR Research, Inc.  
140 Burlington  
Clarendon Hills, Illinois 60514

all of Assignor's right, title, and interest in, all of the goodwill that may have accrued and may continue to accrue in, all of the business symbolized by, the right to recover for past acts of infringement of, and all of the future interest that may hereafter exist in, the following United States Federal Trademark Application:

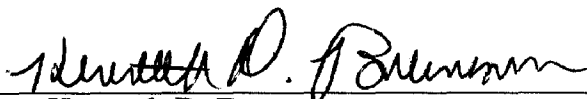
Application No.: 74/170770  
Mark: FIRST IN DESK TOP MARKETING RESEARCH

Assignor warrants that it has good and clear title to, and authority to make this Assignment of, the Mark; there are no encumbrances on the Mark, and to the best of Assignor's knowledge there are no other uses of the Mark that might reasonably be considered as infringing.

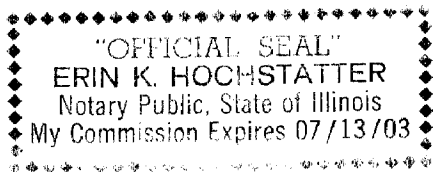
Assignor consents to the recordation in the U.S. Patent and Trademark Office, and in any other appropriate place, of this full and unqualified assignment of ownership in the Mark.

IN WITNESS WHEREOF, the Assignor has duly executed this Trademark Assignment as of the twenty-ninth day of March, 1991.

INDUSTRIAL MARKETING RESEARCH, INC.  
A/K/A IMR RESEARCH, INC.



By: Kenneth D. Breneman  
Its: President  
Date: May 18, 2001



Subscribed and sworn to before me this

18<sup>th</sup> day of May, 2001.



By: ERIN K HOCHSTATTER  
Notary Public