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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

Execution Date
Month Day Year
TBD

Name

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 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 adomestic 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:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

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)		
<input type="text" value="74682335"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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



5/20/2001

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:

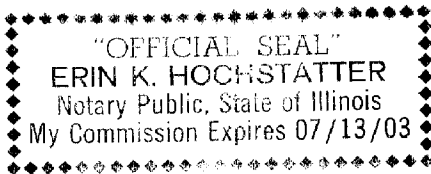
Application No.: 74/682335
Mark: CONTINUING CONSUMER SURVEY

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 first day of June, 1995.

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



Kenneth D. Brenneman

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

Subscribed and sworn to before me this

18th day of May, 2001.

Erin K. Hochstatter
By: ERIN K. HOCHSTATTER
Notary Public