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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): OLD DOMINION, INC. Individual(s) Association General Partnership Limited Partnership Corporation-State Illinois Other Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: MARKET FACTS IMR, INC. Internal Address: Street Address: 3040 Salt Creek Lane Arlington Heights, IL Zip: 60005 Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Delaware Other If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other Execution Date: July 17, 2001

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 74/148415 74/170770 74/682335 Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Paul Darling Internal Address: 3040 West Salt Creek Lane Street Address: 3040 West Salt Creek Lane City: Arlington Heights, IL State: IL Zip: 60005

6. Total number of applications and registrations involved: 3 7. Total fee (37 CFR 3.41): \$ 90.00 Enclosed Authorized to be charged to deposit account 8. Deposit account number: FEB 19 2002 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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. BONNIE SUE SMITH Signature: Bonnie Sue Smith Date: January 4, 2002 Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3 Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

MWD 2/15/02

03/04/2002 TDIAZI 00000101 74148415 01 FC:481 02 FC:482 40.00 DP 50.00 DP

TRADEMARK REEL: 002453 FRAME: 0262

**CONFIRMATORY ASSIGNMENT OF TRADENAMES AND TRADEMARKS**

THIS CONFIRMATORY ASSIGNMENT OF TRADENAMES AND TRADEMARKS is executed as of the 17<sup>th</sup> day of July, 2001, by Old Dominion, Inc., an Illinois corporation formerly known as IMR Research, Inc. ("Seller"), pursuant to the Asset Purchase Agreement dated July 9, 2001 (the "Asset Purchase Agreement"), among IMR Research, Inc., Market Facts, Inc., a Delaware corporation, and the Stockholders listed therein. Capitalized terms used herein and not defined have the same meaning given to them in the Asset Purchase Agreement.

INTENDING TO BE LEGALLY BOUND and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller hereby sells, assigns, transfers, conveys and delivers to Market Facts IMR, Inc., a Delaware corporation ("MF IMR"), its successors and assigns, all: (a) tradenames and trademarks set forth on Schedule A attached hereto and made a part hereof, (collectively, the "Tradenames") in which Seller has any right, title or interest for MF IMR's own use and for the use of its successors and assigns, as fully and entirely as the same would have been held by Seller if this sale, assignment, transfer and conveyance had not been made; (b) goodwill associated with the Tradenames; and (c) all rights under the Tradenames, remedies against infringement thereof, common law rights and rights to protection of interests under the laws of all jurisdictions to the extent available to Seller.

To the extent any provision of this Confirmatory Assignment of Tradenames and Trademarks is inconsistent with the Asset Purchase Agreement, the provisions of the Asset Purchase Agreement shall control.

IN WITNESS WHEREOF, Seller has caused this Confirmatory Assignment of Tradenames and Trademarks to be executed by its duty authorized officer as of the date first above written.

OLD DOMINION, INC.

By: Kenneth D. Brenneman, Sr.  
Name: Kenneth D. Brenneman, Sr.  
Title: President

On July 17, 2001, before me, a Notary Public, the undersigned, Kenneth D. Brenneman, Sr., personally appeared and known personally to me to be the President of the above named corporation, and that he, as such officer, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by himself as such officer.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.

Paul H. Maurer  
Notary Public

My Commission expires: 2/10/03



TRADENAMES AND TRADEMARKS

Trademark

1. **Mark** **World Tab**  
**Status** Registered  
**Status Date** April 27, 1993  
**Serial No.** 74/148415  
**Goods/Services** COMPUTER PROGRAMS CONCERNING MARKET RESEARCH FOR CONSUMER DURABLE GOODS  
**Filing Date** March 18, 1991

Service Marks

1. **Mark** **CONTINUING CONSUMER SURVEY**  
**Status** Registered  
**Status Date** June 17, 1997  
**Serial No.** 74/682335  
**Goods/Services** MARKET RESEARCH SERVICES FOR DEVELOPING STATISTICALLY RELIABLE BASIC MARKET DATA ON A WIDE VARIETY OF CONSUMER DURABLE GOODS PRODUCTS  
**Filing Date** March 31, 1995

2. **Mark** **FIRST IN DESKTOP MARKETING RESEARCH**  
**Status** Registered (Supplemental Reg.)  
**Status Date** January 5, 1993  
**Serial No.** 74/170770  
**Goods/Services** MARKET RESEARCH SERVICES  
**Filing Date** May 28, 1991

TRADENAMES

1. **Mark** **IMR Reseach**  
**Status** Unregistered