

Form PTO-1594
(Rev. 6-93)

U.S. Department of Commerce
Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS: PLEASE RECORD THE ATTACHED ORIGINAL DOCUMENTS OR COPY THEREOF

1. Name of conveying party(ies):
The Nielsen Company

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State - Ohio

Other _____

Additional name(s) of conveying party(ies) attached? yes no

2. Name and address of receiving party(ies):
Name: The Nielsen Group, Inc.

Internal Address: _____

Street Address: 2726 Observatory Avenue

City: Cincinnati State: OH Zip: 45208

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Ohio
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: yes no
(Designation 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: January 11, 2002

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s): _____

B. Trademark Registration No.(s): 2,340,388; 1,793,125; 1,744,767

Additional numbers attached? yes no

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Daniel B. Runk

Internal Address: Keating, Muething & Klekamp, P.L.L.

Street Address: 1400 Provident Tower, One E. 4th Street

City: Cincinnati State: Ohio Zip: 45202


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: 500735
 (Attached 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.

Daniel B. Runk  1-10-2003
 Name of Person Signing Signature Date

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET: 2

ASSIGNMENT OF TRADEMARKS

WHEREAS, THE NIELSEN COMPANY, an Ohio corporation, having an address at 7405 Industrial Road, Florence, Kentucky 41042 ("Assignor"), has adopted, used, and is using the trademarks identified on Exhibit A attached hereto; and,

WHEREAS, THE NIELSEN GROUP, INC., an Ohio corporation, having an address of 2726 Observatory Avenue, Cincinnati, Ohio 45208 ("Assignee"), is desirous of acquiring said pending trademark; and,

WHEREAS, Assignee is desirous of acquiring title to same and to all of the goodwill appurtenant thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign to said Assignee all right, title, and interest in and to said trademarks, trademark registrations, trademark applications and the goodwill of the business symbolized thereby and the right to recover for infringement thereof and injury thereto.

IN WITNESS WHEREOF, the undersigned has executed this Assignment effective as of the 11th day of JANUARY, 2002.

THE NIELSEN COMPANY

By: Raymond O. Kutsk

Printed: RAYMOND O. KUTSK

Title: V. P. CEO