

Form PTO-1594 (modified)
(Rev. 03/01)
OMB No. 0651-0027

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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):
Evaliant Media Resources, LLC.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other limited liability company of Delaware

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Competitive Media Reporting, LLC.

**685 Third Avenue
New York, New York 10016**

Individual Citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State
 Other limited liability company of Delaware

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: **June 10, 2002**

Additional name(s) & address(es) attached? Yes No

Appointment of Domestic Representative attached? Yes No

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

A. Trademark Application No.(s)
76/239,635

Additional number(s) attached? Yes No

B. Trademark Registration No.(s)

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

**SUGHRUE MION, PLLC
2100 Pennsylvania Avenue, N.W.
Suite 800
Washington, D.C. 20037-3213**

Attention: **Cynthia Clarke Weber**

6. Total number of applications and registrations involved:
1


7. Total fee (37 CFR 3.41): **\$40.00**
 Enclosed. Please charge any underpayment in connection with this Assignment to Deposit Account No. 19-4880.
 Authorized to be charged to deposit account

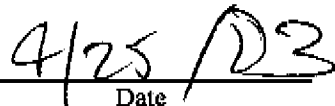
8. Deposit account number:
19-4880
(Attach duplicate copy of this page if paying by deposit account)

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.


Cynthia Clarke Weber


Date

Total number of pages including cover sheet, attachments, and documents: **3**

Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patents & Trademarks
 Box Assignments
 Washington, D.C. 20231

TRADEMARK ASSIGNMENT

WHEREAS, Evaliant Media Resources, LLC ("Assignor"), a Delaware limited liability company with an address at 114 East 32nd Street, Suite 1200, New York, NY 10016, is the owner of the trademark EVALIANT in the United States and Canada, and of pending applications for registration of that trademark in those countries, specifically Serial/Registration number 76/239,635 with the U.S. Patent and Trademark Office in the U.S. and 1,101,559 with the Canadian Intellectual Property Office in Canada ("the Mark"); and

WHEREAS, Competitive Media Reporting, LLC ("Assignee"), a Delaware limited liability company with an address at 685 Third Avenue, New York, NY 10017, is desirous of acquiring all rights in and the pending applications for the registration for said Mark, together with the goodwill symbolized by said Mark;

NOW THEREFORE, in exchange for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to the EVALIANT Mark, the above Serial/Registration numbers, and the pending governmental applications for registration to which they pertain, together with the goodwill of the business symbolized by said Mark in the United States and Canada, effective June 10, 2002.

COMPETITIVE MEDIA REPORTING LLC

EVALIANT MEDIA RESOURCES LLC

By: 
Roger Morcomb, CFO

By: 
Michael Kubin, CEO

Date: Apr 24, 2003

Date: 4/24/03