

01-28-2003



COVER SHEET
ONLY

102349005

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

1. Name of conveying party(ies):
Star Bank 1-21-03

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

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

2. Name and address of receiving party(ies):
Name: The Nielsen Company
Internal Address: _____
Street Address: 7405 Industrial Road
City: Florence State: KY Zip: 41042

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

OFFICE OF PATENT & TRADEMARKS
2003 JAN 21 AM 9:20
FINANCE SECTION

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other Corrective Assignment, release of security interest, previously recorded reel/frame: 002595/0060

Execution Date: April 1, 2002

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

A. Trademark Application No.(s): _____ B. Trademark Registration No.(s): 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: 1

7. Total fee (37 CFR 3.41): \$ 40.00
 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 1-15-03
Name of Person Signing Signature Date

01/27/2003 LMUELLER 00000172 500735 1744767

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TOTAL NUMBER OF PAGES COMPRISING COVER SHEET: 5

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01/10/2003
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Form PTO-1594
(Rev. 6-93)

U.S. Department of Commerce
Patent and Trademark Office

**RECORDATION FORM COVER SHEET
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Daniel B. Runk  1-10-03
Name of Person Signing Signature Date

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET: 2



UCC FINANCING STATEMENT AMENDMENT
 FOLLOW INSTRUCTIONS (front and back) CAREFULLY

A. NAME & PHONE OF CONTACT AT FILER (optional) Joel Miller (920) 237-7787
B. SEND ACKNOWLEDGMENT TO: (Name and Address) Firststar Corporate Loan Services Attn: Nicole Henry P.O. Box 3487 Oshkosh, WI 54903-3487

RECEIVED
 APR 01 2002
 SECRETARY OF STATE

THIS ABOVE SPACE IS FOR FILING OFFICE USE ONLY

1a. INITIAL FINANCING STATEMENT FILE # AH0016864	Date Recorded/Filed: 01/13/92	1b. <input type="checkbox"/> This FINANCING STATEMENT is to be filed (for record) (or recorded) in the REAL ESTATE RECORDS
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2. **TERMINATION:** Effectiveness of the Financing Statement identified above is terminated with respect to security interest(s) of the Secured Party authorizing this Termination Statement.

3. **CONTINUATION:** Effectiveness of the Financing Statement identified above with respect to security interest(s) of the Secured Party authorizing this Continuation Statement is continued for the additional period provided by applicable law.

4. **ASSIGNMENT:** (full or partial): Give name of assignee in item 7a or 7b and address of assignee in item 7c; and also give name of assignor in item 9.

5. **AMENDMENT (PARTY INFORMATION):** This Amendment affects Debtor or Secured Party of record. Check only one of these two boxes. Also check one of the following three boxes and provide appropriate information in items 6 and/or 7.

CHANGE name and/or address: Give current record name in item 6a or 6b; also give new name (if name change) in item 7a or 7b and/or new address (if address change) in item 7c. **DELETE name:** Give record name to be deleted in item 6a or 6b. **ADD name:** Complete item 7a or 7b, and also item 7c; also complete items 7d-7g (if applicable).

6. **CURRENT RECORD INFORMATION**

6a. ORGANIZATION'S NAME Nielsen Company				
OR	6b. INDIVIDUAL'S LAST NAME	FIRST NAME	MIDDLE NAME	SUFFIX

7. **CHANGED RECORD INFORMATION:**

7a. ORGANIZATION'S NAME				
OR	7b. INDIVIDUAL'S LAST NAME	FIRST NAME	MIDDLE NAME	SUFFIX

7c. MAILING ADDRESS 3731 Eastern Hills Lane		CITY Cincinnati	STATE OH	POSTAL CODE 45209	COUNTRY U.S.A.
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7d. TAX ID #: SSN OR EIN	ADD'L INFO RE ORGANIZATION DEBTOR	7e. TYPE OF ORGANIZATION	7f. JURISDICTION OF ORGANIZATION	7g. ORGANIZATIONAL ID #, if any
				<input type="checkbox"/> NONE

8. **AMENDMENT (COLLATERAL CHANGE):** check only one box.

Describe collateral deleted or added, or give entire restated collateral description, or described collateral assigned

9. **NAME of SECURED PARTY of RECORD AUTHORIZING THIS AMENDMENT** (name of assignor, if this is an Assignment). If this is an Amendment authorized by a Debtor which adds collateral or adds the authorizing Debtor, or if this is a Termination authorized by a Debtor, check here and enter name of DEBTOR authorizing this Amendment.

9a. ORGANIZATION'S NAME FIRSTSTAR BANK, N.A. the successor in interest to Star Bank, National Association				
OR	9b. INDIVIDUAL'S LAST NAME	FIRST NAME	MIDDLE NAME	SUFFIX

10. OPTIONAL FILER REFERENCE	Date: 05/25/02 Debtor Name: Nielsen Company Orig UCC Filed With: SOS OH	CUST NAME: Nielsen Company CUST/NOTE #: 8888333-0399 CC#: 13701	FILE WITH: SOS OH
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