

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
-------------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
------------------------------	--

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lynch, Jones & Ryan, Inc.		11/15/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Redbook Research Inc
Composed Of:	COMPOSED OF JOHNSON REDBOOK
Also Known As:	JOHNSON REDBOOK
Street Address:	10 Waterside Plaza Suite 5K
City:	New York
State/Country:	NEW YORK
Postal Code:	10010-2610
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Serial Number:	74364565	JOHNSON REDBOOK
Registration Number:	1830321	JOHNSON REDBOOK

CORRESPONDENCE DATA	
Fax Number:	(206)350-5486
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	6462014064
Email:	catlin.levis@redbookresearch.com
Correspondent Name:	Redbook Research Inc
Address Line 1:	10 Waterside Plaza Suite 5K
Address Line 4:	New York, NEW YORK 10010-2610

NAME OF SUBMITTER:	Catlin Levis
---------------------------	--------------

Total Attachments: 1 source=Redbook Trademark copy#page1.tif
--

OP \$65.00 74364565

Lynch, Jones & Ryan

An Instinet Company

Lynch, Jones & Ryan, Inc.

3 Times Square New York NY 10036

Tel +1 212 310 9500 Fax +1 646 223 9082

Member NASD/SIPC

TRADEMARK ASSIGNMENT

WHEREAS, Lynch, Jones & Ryan, Inc. a Delaware corporation, having its principal offices at 3 Times Square, New York, NY 10036 (hereinafter referred to as "Assignor"), is the owner of the **JOHNSON REDBOOK** trademark and Registration No. 1,830,321 therefore, and of the goodwill of the business appertaining to the trademarks in the United States; and

WHEREAS, Redbook Research, Inc. (hereinafter referred to as "Assignee"), a corporation organized and existing under the laws of the State of New York, with its principal office at 10 Waterside Plaza, Suite 5K, New York, New York, 10010-2610 desires to acquire the entire right, title and interest in, to and under said trademark and the registration and application thereof and the goodwill of the business appertaining to the trademark, including the right to sue and recover for any and all past infringements;

NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, by these presents does sell, assign and transfer to Assignee, its successors and assigns forever, the entire right, title and interest in, to and under the **JOHNSON REDBOOK** trademark and Registration No. 1,830,321, together with the goodwill of the business appertaining to the said trademark, and all rights of action, both at law and in equity, for past infringements, if any, of the said trademark, the same to be held and enjoyed by Assignee, its successors and assigns forever, as fully and entirely as the same could have been enjoyed by Assignor if this assignment had not been made.

IN WITNESS WHEREOF, Assignor has caused this assignment to be executed by its duly authorized corporate officer on this 15TH DAY day of November, 2003.

Lynch, Jones & Ryan, Inc.

By



Name: Tom Vella

Title: First Vice President

