

11-21-2003



Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)

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

Tab settings

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

1. Name of conveying party(ies):
 Lynch, Jones & Ryan, Inc. *11-19-03*
 3 Times Square
 New York, New York 10036

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

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

2. Name and address of receiving party(ies)
 Name: Redbook Research, Inc.
 Internal Address: Suite 5K
 Street Address: 10 Waterside Plaza
 City: New York State: NY Zip: 10010-2610

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State New York
 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: 11/15/2003

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s) _____
 B. Trademark Registration No.(s) 1,830,321

Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 1

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Cathy L. Lueders
 Internal Address: _____
 Street Address: 3 Times Square - 10th Floor
 City: New York State: NY Zip: 10036

7. Total fee (37 CFR 3.41).....\$ 40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: _____

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OPR/FINANCE

DO NOT USE THIS SPACE

9. Signature.
 Cathy L. Lueders *Cathy L. Lueders* November 17, 2003
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 1

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

11/20/2003 LMUELLER 00000143 1830321
01 FC:8521 40.00 DP

TRADEMARK REEL: 002867 FRAME: 0019

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

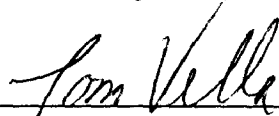
WHEREAS, Redbook Research, Inc. (hereinafter referred to as "Assignee"), a corporation organized and existing under the laws of the State of New York, with its principal office at 10 Waterside Plaza, Suite 5K, New York, New York, 10010-2610 desires to acquire the entire right, title and interest in, 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



RECORDED: 11/19/2003

TRADEMARK
REEL: 002867 FRAME: 0020