

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Competitive Media Reporting LLC		02/23/2011	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	WPP Properties
<b>Composed Of:</b>	COMPOSED OF Young & Rubicam Inc., a Delaware corporation; and Y&R Properties Holding One LLC, a Delaware limited liability company
<b>Street Address:</b>	100 Park Avenue
<b>Internal Address:</b>	4th Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10017
<b>Entity Type:</b>	PARTNERSHIP: DELAWARE

**PROPERTY NUMBERS Total: 10**

Property Type	Number	Word Mark
Registration Number:	2042188	AD DETECTOR
Registration Number:	1740974	AD\$PENDER
Registration Number:	3370532	ADSCOPE
Registration Number:	3151817	ADSCOPE
Registration Number:	2759650	EVALIANT
Registration Number:	2932111	MARKETADVISOR
Registration Number:	2888970	MEDIAWATCH
Registration Number:	3195344	NEWSPAPERADVISOR
Registration Number:	3019977	PINK PAPER
Registration Number:	2037419	STRADEGY

**CORRESPONDENCE DATA**

**900185723**

**TRADEMARK  
 REEL: 004492 FRAME: 0082**

**CH \$265.00 2042188**

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ATTORNEY DOCKET NUMBER:	23770-4-0 TS
NAME OF SUBMITTER:	Brooke Erdos Singer
Signature:	/brooke erdos singer/
Date:	03/07/2011

Total Attachments: 2  
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**TRADEMARK ASSIGNMENT**

**WHEREAS**, Competitive Media Reporting LLC, a Delaware limited liability company, with an address of 11 Madison Avenue, 12th Floor, New York, NY 10010 (hereinafter "Assignor"), is the owner of the U.S. and foreign trademark registrations listed on the attached "Schedule A" (collectively, the "Marks").


**WHEREAS**, WPP Properties a Delaware partnership, with an address of 100 Park Avenue, 4<sup>th</sup> Floor, New York, New York 10017 (hereinafter "Assignee"), is desirous of acquiring said Marks and said registrations thereof, and the goodwill of the business in connection therewith.

**THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said Marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.


This assignment may be executed in any number of counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument.

**IN WITNESS WHEREOF**, this assignment has been executed to be effective as of the 23 day of FEBRUARY, 2011.

ASSIGNOR  
COMPETITIVE MEDIA REPORTING LLC

By:   
Print Name: ROBERT CAREY  
Title: CONTROLLER

ASSIGNEE  
WPP PROPERTIES

By:   
Print Name: Kevin Farewell  
Title: Secretary

**SCHEDULE A**

<b><u>Mark</u></b>	<b><u>Country</u></b>	<b><u>Reg. No.</u></b>	<b><u>Reg. Date</u></b>
EVALIANT	Argentina	1,889,933	October 10, 2002
BVS	Canada	596,651	December 5, 2003
CMR	Canada	596,672	December 5, 2003
EVALIANT	Canada	611,501	May 31, 2004
AD DETECTOR	United States	2,042,188	March 4, 1997
AD\$PENDER	United States	1,740,974	December 22, 1992
ADSCOPE	United States	3,370,532	January 15, 2008
ADSCOPE	United States	3,151,817	October 3, 2006
EVALIANT	United States	2,759,650	September 2, 2003
MARKETADVISOR	United States	2,932,111	March 8, 2005
MEDIAWATCH	United States	2,888,970	September 28, 2004
NEWSPAPERADVISOR	United States	3,195,344	January 2, 2007
PINK PAPER	United States	3,019,977	November 29, 2005
STRADEGY	United States	2,037,419	February 11, 1997