FORM PTO-1594 03-04-	1999	
FORM PTO-1594  MEO 3. ( · 99	U.S. DEPARTMENT OF COMMERCE  Patent and Trademark Office	
	6299 original document or certified copy thereof.	
1\		
1. Name of conveying Party:	2. Name and Address of receiving Party:	
THE ARBITRON COMPANY $\left(\begin{array}{c} MAR & 0 & 1 & 1999 \\ MAR & 0 & 1 & 1999 \\ \end{array}\right)$	Name: CERIDIAN CORPORATION	
☐ Individual(s) ☐ Association ☐ Limited Partnership	Internal Address:	
Corporation Maryland	Address: 8100 34th Avenue South	
Other	Minneapolis, Minnesota 55425	
Additional name(s) of conveying party(ies) attached?  Yes No	Individual(s) citizenship	
3. Nature of conveyance:	Association	
5. Nature of conveyance.	General Partnership	
Assignment	Corporation Delaware	
Security Agreement Change of Name	Other	
Other	If assignee is not domiciled in the United States, a domestic representative designation is attached:	
	Yes No	
Execution Date: March 1, 1999	(Designations must be a separate document from Assignment)	
	Additional name(s) & address(es) attached?	
4. Application number(s) or registration number(s):		
••	B. Trademark Registration No.(s)	
A. Trademark Application No.(s)		
	1,692,174	
	1,850,017	
Additional sheet attached?  Yes  No		
5. Name and address of party to whom	6. Total number of applications and registrations involved: 1	
correspondence concerning this matter should be	G T . 1 C . (CT CTT 0.41)	
mailed:	7. Total fee (37 CFR 3.41)\$ 80.00 E	
Jacobson, Price, Holman & Stern, PLLC.	Enclosed	
400 7th Street, N.W.	☐ Authorized to be charged to deposit account	
Washington, DC 20004		
Tel. 202-638-6666	8. Deposit Account No.: 06-1358	
	(Attach duplicate copy of this page if paying by deposit account):	
Attorney Docket No. T27038US0 & T25489US1	<u> </u>	
DO NOT USE THIS SPACE		
9. Statement and Signature.	888	
To the best of my knowledge and belief, the foregoing information is true and correct and any attacked 😂 🎏 a		
true copy of the original document.	<b>1</b>	
Maryin B. Storm	March <b>≰</b> 1999	
Marvin R. Stern  Name of Person Signing  Signs		
Total number of pages including cover sheet, attachments, and document:		
<u> </u>		

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE TRADEMARK ASSIGNMENT BRANCH

## CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, Arbitron Corp., formerly a Maryland corporation ("Arbitron") having offices at 142 West 57th Street, New York, New York 10019, is the owner or joint owner of the trademarks identified in Exhibit 'A' (the "Trademarks") attached hereto and incorporated herein by this reference; and

WHEREAS, Arbitron has merged with Ceridian Corporation., ("Ceridian"), a Delaware corporation, having offices at 8100 34th Avenue South, Minneapolis, Minneapta 55425, so that the trademarks identified in Exhibit 'A' and the good will of the business symbolized thereby, have been transferred from Arbitron to Ceridian under that agreement; and

WHEREAS, the above parties wish to confirm that Ceridian has acquired the entire right, title and interest in and to the Trademarks and the goodwill of the business symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Arbitron hereby confirms that it has transferred to Caridian its outire right, title and interest in and to the Trademarks, as well as the Applications and Registrations and the goodwill of the business symbolized by the Trademarks, and all rights of recovery for past infringement thereof, to have and to hold for its own use and enjoyment, as well as that of its successors and assigns, as fully and as completely as the same would have been held by Arbitron had the transfer confirmed herein not have been made.

THE ARBITRON COMPANY	CERIDIAN CORPORATION
By: Od Fr	By: Malange
David Lapovsky	Marshall L. Snyder
Vice President	Executive Vice President
Date: 3-1-99	Date:

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Exhibit "A"

Registration Number

Mark

1,692,174

Media Watch

1,850,017

Competitive Media Reporting

**TRADEMARK REEL: 1863 FRAME: 0555** 

**RECORDED: 03/01/1999**