

**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
A.C. Nielsen Company		06/30/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	AC Nielsen (US), Inc.
Street Address:	150 North Martingale Road
City:	Schaumburg
State/Country:	ILLINOIS
Postal Code:	60173
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 45

Property Type	Number
Registration Number:	2461926
Registration Number:	2451139
Registration Number:	2442910
Registration Number:	2547482
Registration Number:	2459901
Registration Number:	2451141
Registration Number:	2451140
Registration Number:	2582478
Registration Number:	2429312
Registration Number:	2628520
Registration Number:	2482591
Registration Number:	2502244

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Registration Number:	2515635
Registration Number:	2482592
Registration Number:	2334638
Registration Number:	2610385
Registration Number:	1305247
Registration Number:	2594970
Registration Number:	866625
Registration Number:	866624
Registration Number:	2222602
Registration Number:	1286353
Registration Number:	1611122
Registration Number:	1443521
Registration Number:	1164868
Registration Number:	2471877
Serial Number:	76054377
Serial Number:	78170079
Serial Number:	76038539
Serial Number:	76120969
Serial Number:	76163272
Serial Number:	76191142
Serial Number:	78196769
Serial Number:	78196796
Serial Number:	78196772
Serial Number:	78188135
Serial Number:	78143420
Serial Number:	78168625
Serial Number:	78129609
Serial Number:	78153679
Serial Number:	78196771
Serial Number:	76163269
Serial Number:	76163270
Serial Number:	78196766

Serial Number: 76163271

**CORRESPONDENCE DATA**

Fax Number: (312)474-0448

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 312-474-6300

Email: docket@marshallip.com

Correspondent Name: Gregory J. Chinlund

Address Line 1: 233 South Wacker Drive

Address Line 2: 6300 Sears Tower

Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:

30619/10001

NAME OF SUBMITTER:

Gregory J. Chinlund

Total Attachments: 3

source=assign.tiff

source=schedA.tiff

source=schedB.tiff

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is entered between A. C. NIELSEN COMPANY, a Delaware corporation, and AC NIELSEN (US), INC., a Delaware Corporation, effective as of the date of signing below.

WHEREAS, A. C. NIELSEN COMPANY (hereinafter "Assignor"), a corporation organized and existing under the laws of the State of Delaware with a principal place of business at 150 North Martingale Road, Schaumburg, Illinois, 60173, is the owner of all right, title and interest in and to the trademarks listed on the attached Schedules A and B, including the goodwill of the business symbolized thereby, and the corresponding applications filed and registrations issued therefor, as listed in Schedules A and B, respectively, in the United States Patent and Trademark Office (hereinafter "the Trademarks"); and

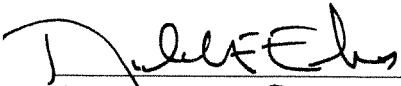
WHEREAS, AC NIELSEN (US), INC. (hereinafter "Assignee"), a corporation organized and existing under the laws of the State of Delaware with a principal place of business at 150 North Martingale Road, Schaumburg, Illinois, 60173, as the successor to the business of Assignor in the United States desires to acquire, and Assignor wishes to assign to Assignee, any and all right, title and interest in and to the Trademarks along with the goodwill appurtenant thereto;

NOW, THEREFORE:

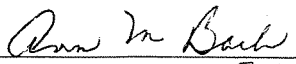
In consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby, the right to sue for past infringement, the right to prosecute applications and maintain registrations, and the U.S. Trademark Applications and Registration identified in the attached Schedules A and B.

A. C. NIELSEN COMPANY

Dated: June 30, 2003

By:   
Name: MICHAEL E. ELIAS  
Title: V.P.

SUBSCRIBED and SWORN to before me this 30th day of June 2003.

, Notary Public  
My Commission Expires: May 31, 2006

ANN M. BACH  
NOTARY PUBLIC, State of New York  
No. 41-4720723  
Qualified in Queens County  
Certificate Filed in New York County  
Commission Expires May 31, ~~2004~~ 2006

**SCHEDULE A**

<u>Client No.</u>	<u>Matter No.</u>	<u>Mark</u>	<u>Application No.</u>	<u>Filing Date</u>
28047	60791	ACNIELSEN ANSWERS	76/054,377	23-May-2000
28047	60805	ACNIELSEN GLOBAL PASSPORT	78/170,079	02-Oct-2002
28047	60789	ACNIELSEN KNOWLEDGEWORKS	76/038,539	27-Apr-2000
28047	60793	ACNIELSEN LIFESTYLE TRACK	76/120,969	01-Sep-2000
28047	60795	ACNIELSEN PLANNING SUITE	76/163,272	10-Nov-2000
28047	60799	ACNIELSEN STRATEGIC PLANNER	76/191,142	08-Jan-2001
28047	60806	CBP	78/196,769	20-Dec-2002
28047	60807	CBP PRESENTATIONBUILDER	78/196,796	20-Dec-2002
28047	60808	CBP SOLUTION SUITE	78/196,772	20-Dec-2002
28047	60803	E (REVERSED) E	78/188,135	22-Nov-2002
28047	60802	E2E HISPANIC MARKET SOLUTIONS	78/143,420	12-Jul-2002
28047	60670	EQ	78/168,625	27-Sep-2002
28047	60801	LIQUORTRACK	78/129,609	17-May-2002
28047	60804	MEDIGRAPHICS	78/153,679	13-Aug-2002
28047	60809	MYCBP	78/196,771	20-Dec-2002
28047	60796	POWERED BY HOMESCAN	76/163,269	10-Nov-2-00
28047	60797	POWERED BY SCANTRACK	76/163,270	10-Nov-2000
28047	60810	RDH	78/196,766	20-Dec-2002
28047	60798	TRADE DESK	76/163,271	10-Nov-2000

**SCHEDULE B**

<u>Client No.</u>	<u>Matter No.</u>	<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
28047	60346	ACNIELSEN	2,461,926	19-Jun-2001
28047	60352	ACNIELSEN	2,451,139	15-May-2001
28047	60345	ACNIELSEN	2,442,910	10-Apr-2001
28047	60353	ACNIELSEN	2,547,482	12-Mar-2002
28047	60350	ACNIELSEN AND DESIGN	2,459,901	12-Jun-2001
28047	60344	ACNIELSEN AND DESIGN	2,451,141	15-May-2001
28047	60347	ACNIELSEN AND DESIGN	2,451,140	15-May-2001
28047	60351	ACNIELSEN AND DESIGN	2,582,478	18-Jun-2002
28047	60777	CATEGORY MASTERS	2,429,312	20-Feb-2001
28047	60750	CONVENIENCE TRACK	2,628,520	01-Oct-2002
28047	60379	GLOBE DESIGN	2,482,591	28-Aug-2001
28047	60381	GLOBE DESIGN	2,502,244	30-Oct-2001
28047	60382	GLOBE DESIGN	2,515,635	04-Dec-2001
28047	60380	GLOBE DESIGN	2,482,592	28-Aug-2001
28047	60642	HOMESCAN	2,334,638	28-Mar-2000
28047	60790	KNOWLEDGEWORKS	2,610,385	20-Aug-2002
28047	20502	MASTERTRACK	1,305,247	13-Nov-1984
28047	60783	NETDISPATCH	2,594,970	16-Jul-2002
28047	20519	NMMI	866,625	11-Mar-1969
28047	20520	NMMS	866,624	11-Mar-1969
28047	60386	PRICEMAN	2,222,602	09-Feb-1999
28047	20532	SABINE	1,286,353	17-Jul-1984
28047	20535	SCAN*FACT	1,611,122	28-Aug-1990
28047	20536	SCAN*PRO	1,443,521	16-Jun-1987
28047	20538	SCANTRACK	1,164,868	11-Aug-1981
28047	60640	WINNING BRANDS	2,471,877	24-Jul-2001