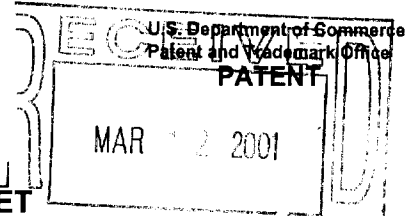


03-27-2001



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Patent Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="6070145"/>	<input type="text" value="4958284"/>	<input type="text"/>
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If this document is being filed together with a new Patent Application, enter the date the patent application was signed by the first named executing inventor. Month Day Year

Patent Cooperation Treaty (PCT)

Enter PCT application number only if a U.S. Application Number has not been assigned.

PCT PCT PCT
PCT PCT PCT

Number of Properties

Enter the total number of properties involved. #

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment:
Deposit Account

Enclosed Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Emma C. Solaun

March 6, 2001

Name of Person Signing

Signature

Date

PATENT ASSIGNMENT

WHEREAS, pursuant to an Asset Purchase Agreement dated January 16, 2001, as amended by Amendment No. 1 to Asset Purchase Agreement dated the date hereof, The NPD Group, Inc., a New York corporation (“Assignor”), agreed to convey to Ipsos-NPD, Inc., a Delaware corporation (“Assignee”), and Assignee agreed to acquire from Assignor, certain tangible and intangible assets of Assignor, including all right, title and interest in and to the patents set forth on Exhibit 1 hereto (hereinafter collectively called the “Patent Properties”); and

WHEREAS, Assignor desires to assign the Patent Properties to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, sells and transfers to Assignee the entire right, title and interest in and to the Patent Properties, together with all income, royalties, damages, and payments now or hereafter due or payable by any third party with respect to the Patent Properties, all causes of action (at law or in equity) and all rights to sue, counterclaim and recover for past present and future infringement of the rights granted thereby, and any divisions, continuations, reexaminations, reissues, extensions or foreign counterparts thereof.

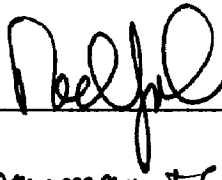
ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States to issue any and all letters patent of the

United States resulting from any divisions, continuations, reexaminations, reissues or extensions thereof, to Assignee.

IN WITNESS WHEREOF, the Assignor and Assignee have executed this Assignment as of the 28th day of February, 2001.

ASSIGNOR:

THE NPD GROUP, INC.

By: 
Its: Chairman & CEO

ASSIGNEE:

IPSOS-NPD, INC.

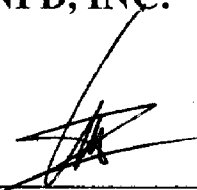
By: 
Its: VP

EXHIBIT 1 TO PATENT ASSIGNMENT

ASSIGNED PATENTS

<u>Patent Number</u>	<u>Issue Date</u>	<u>Title</u>
United States Patent No. 6,070,145	May 30, 2000	Respondent Selection Method for Network-Based Survey
United States Patent No. 4,958,284	September 18, 1990	Open Ended Question Analysis System and Method

State of New York }
County of New York } ss:

On the 28th day of February, 2001, before me came Tod Johnson to me known, who being by me duly sworn, did depose and say that he resides in Scarsdale, New York, that he is the CEO of The NPD Group, Inc., the corporation described in, and which executed, the foregoing instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the board of directors of said corporation; and that he signed his name thereto by like order.

JEFFREY JOHN YIN
Notary Public, State of New York
No. 02Y16040534
Qualified in New York County
Commission Expires April 24, 2002

Jeffrey Yin
Notary Public
2/28/01

State of New York }
} ss:
County of New York }

On the 28th day of February, 2001, before me came Francois Lapeyronie to me known, who being by me duly sworn, did depose and say that he resides in Mamaroneck, New York, that he is the Vice President of Ipsos-NPD, Inc., the corporation described in, and which executed, the foregoing instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the board of directors of said corporation; and that he signed his name thereto by like order.

JEFFREY JOHN YIN
Notary Public, State of New York
No. 02Y16040534
Qualified in New York County
Commission Expires April 24, 2002

Jeffrey Y.
Notary Public
2/28/01