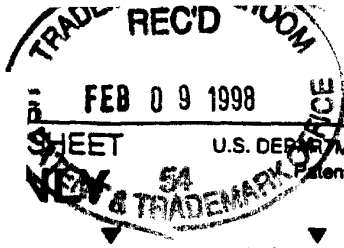


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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
 Marketing Corporation of America
 285 Riverside Avenue
 Westport, Connecticut 06880

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

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

2. Name and address of receiving party(ies):
 Name: The Interpublic Group of Companies, Inc
 Internal Address: _____
 Street Address: 1271 Avenue of the Americas
 City: New York State: NY ZIP: 10020

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Delaware
 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: September 8, 1997

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
74/627,263
75/290,663

Additional numbers attached? Yes No

B. Trademark registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Edward B. Chansky, Esq.
 Internal Address: _____

 Street Address: Levett, Rockwood & Sanders, P.C
33 Riverside Avenue
 City: Westport State: Ct ZIP: 06880

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41):..... \$ 65.00

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: _____
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

03/03/1998 TTON11 00000215 74627263
 01 FC:481 40.00 CP
 02 FB:482 25.00 CP

65E
NO SPEC
Fee

9. 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.

EDWARD B. CHANSKY
 Name of Person Signing

Edward B. Chansky TRADEMARK 7/9/98
 Signature 730 FRAME: 0433 Date

Total number of pages comprising cover sheet: one

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, effective as of September 8, 1997, from Marketing Corporation of America, a Connecticut corporation with an address at 285 Riverside Avenue, Westport, Connecticut 06880 ("Assignor") to Allied Communications Group, a Division of The Interpublic Group of Companies, Inc., a Delaware corporation with an address at 1271 Avenue of the Americas, New York, New York 10020 ("Assignee").

WHEREAS, Assignor has adopted and is using the trademark(s) listed on Exhibit A hereto, Assignor desires to assign said mark(s) to Assignee, and Assignee desires to acquire said mark(s) together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, for ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee all right, title and interest in and to the mark(s) listed on Exhibit A hereto, together with the goodwill of the business symbolized thereby and all registrations and applications to register said mark(s).

MARKETING CORPORATION OF AMERICA

By: 
Edmund R. McGill
Its Executive Vice President
and Chief Financial Officer

State of New York)
County of New York) ss: NEW YORK

On this the 8th day of September, 1997, before me appeared Edmund R. McGill who acknowledged himself to be the Exec. Vice President of Marketing Corporation of America, a corporation, and that he, being authorized to do so, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by himself as its Exec. Vice President

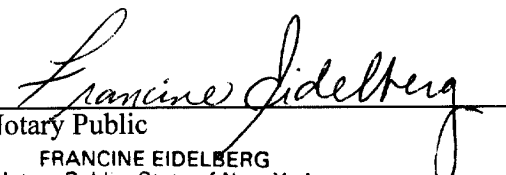

Notary Public
FRANCINE EIDELBERG
Notary Public, State of New York
No. 01E15060743
Qualified in New York County 99
Commission Expires May 20, 1998

EXHIBIT A
TO
TRADEMARK ASSIGNMENT
FROM
MARKETING CORPORATION OF AMERICA
TO
ALLIED COMMUNICATIONS GROUP, A DIVISION
OF THE INTERPUBLIC GROUP OF COMPANIES, INC.

<u>Mark</u>	<u>Registration(s)</u>
Marketing Corporation of America	N/A
Marketing Consulting Group	N/A
Information Resources Division	N/A
MarketCorp Worldwide	Pending U.S. Application Serial No. 74/627,263 Filed: January 30, 1995
Inbound Response Systems (plus design)	Pending U.S. Application Serial No. 75/290,663 Filed: May 8, 1997

ebc/MCA-TM.ASI