

1/27/00

03-03-2000

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



101281063

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger Effective Date
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

03/03/2000 BCDATES 00000058 2113197

FOR OFFICE USE ONLY

01 FC:481 40.00 OP
02 FC:482 25.00 OP

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

REEL: 002029 FRAME: 0131

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

[Empty text box]

Address (line 1)

[Empty text box]

Address (line 2)

[Empty text box]

Address (line 3)

[Empty text box]

Address (line 4)

[Empty text box]

Correspondent Name and Address

Area Code and Telephone Number

312-554-8000

Name

Jennifer A. O'Malley

Address (line 1)

Pattishall, McAuliffe, Newbury, Hilliard & Geraldson

Address (line 2)

311 South Wacker Drive, Suite 5000

Address (line 3)

Chicago, Illinois 60606

Address (line 4)

[Empty text box]

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

2

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

[Empty]	[Empty]	[Empty]
[Empty]	[Empty]	[Empty]
[Empty]	[Empty]	[Empty]

2113197	2114888	[Empty]
[Empty]	[Empty]	[Empty]
[Empty]	[Empty]	[Empty]

Number of Properties

Enter the total number of properties involved.

#

2

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

65.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

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

Deposit Account Number:

#

16-0650

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.

Jennifer A. O'Malley

Name of Person Signing

Signature

1-27-00

Date Signed

CERTIFICATE OF EXPRESS MAIL UNDER 37 CFR 1.10

"Express Mail" Mailing Label Number E141578686US

Date of Deposit: January 27, 2000

I, Lorena Perez, hereby certify that the document to which this Certificate is affixed is being deposited with the United States Postal Service as Express Mail, postage prepaid, in an envelope addressed to: Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231 on the Date of Deposit shown above.

NUNC PRO TUNC ASSIGNMENT OF SERVICE MARKS

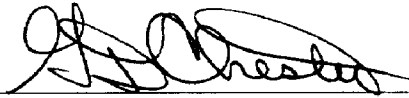
WHEREAS, Poppe Tyson, Inc., a Delaware corporation, with an office located at 40 West 23rd Street, New York, New York 10010, has adopted and used in its business the service marks identified on the attached Schedule A; and

WHEREAS, Modem Media . Poppe Tyson, Inc., a Delaware corporation with an office located at 230 East Avenue, Norwalk, Connecticut 06855, is desirous of acquiring the service marks identified on the attached Schedule A for its use;

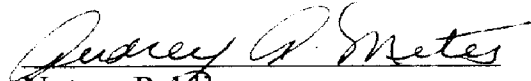
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Poppe Tyson, Inc. does hereby sell and assign unto the said Modem Media . Poppe Tyson, Inc. *nunc pro tunc* as of October 1, 1998, all right, title and interest in and to the service marks identified on the attached Schedule A and the corresponding registrations, together with the goodwill of the business symbolized by the marks and with the right to recover and have damages and profits for past infringement, if any.

IN WITNESS WHEREOF, the said Poppe Tyson, Inc. has caused this instrument to be executed by its duly authorized representative as of the 30th day of December, 1999.

POPPE TYSON, INC.

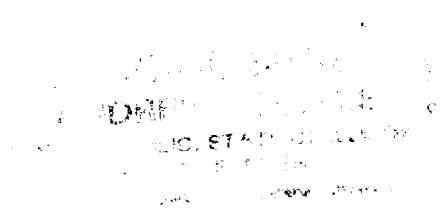
By: 
Gary Chester
Vice President

SUBSCRIBED and SWORN to before me this 30th day of December, 1999.


Notary Public

My commission expires: August 9, 2003

42557.1



SCHEDULE A

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
POPPE.COM	2,113,197	November 11, 1997
POPPE.COM	2,114,888	November 18, 1997