

03-03-2000



101281061

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

Change of Name

Other

Effective Date
Month Day Year
7 - 14 - 99

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
12 - 31 - 99

Name

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 00000060 75348248

FOR OFFICE USE ONLY

01 FC:481 40.00 OP
02 FC:482 50.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20331
TRADEMARK

REEL: 002029 FRAME: 0162

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

(312) 554-8000

Name

Jennifer A. O'Malley

Address (line 1)

Patthishall, McAuliffe, Newbury, Hilliard & Geraldson

Address (line 2)

311 S. Wacker Drive, Suite 5000

Address (line 3)

Chicago, Illinois 60606

Address (line 4)

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)

75348248

75086405

2216635

Number of Properties

Enter the total number of properties involved.

#

3

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

90

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

Jennifer A. O'Malley

Signature

1-27-00

Date Signed

CERTIFICATE OF EXPRESS MAIL UNDER 37 CFR 1.18

"Express Mail" Mailing Label Number: EL415786690US

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 Commission of Patents and Trademarks, Box Assignments, Washington, D.C. 20231 on the Date of Deposit shown above.

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional 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

Corporation Association

Other

Citizenship/State of Incorporation/Organization

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 the Assignment.)

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)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

NUNC PRO TUNC ASSIGNMENT OF SERVICE MARKS

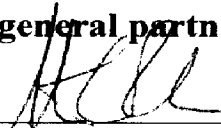
WHEREAS, Modem Media Advertising Limited Partnership, a Connecticut limited partnership composed primarily of Modem Media, Inc., a Connecticut corporation, with an office located at 228 Saugatuck Avenue, Westport, Connecticut 06880, has adopted and used in its business the service marks identified on 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 Modem Media Advertising Limited Partnership does hereby sell and assign unto the said Modem Media . Poppe Tyson, Inc. *nunc pro tunc* as of July 14, 1999, all right, title and interest in and to the service marks identified on the attached Schedule A and the corresponding pending applications and registration, 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 Modem Media Advertising Limited Partnership has caused this instrument to be executed by its duly authorized representative as of the 31st day of December, 1999.

**MODEM MEDIA ADVERTISING LIMITED PARTNERSHIP,
through its general partner, MODEM MEDIA, INC.**

By: 
Steven Roberts
Vice President

SUBSCRIBED and SWORN to before me this 31th day of December, 1999.


Notary Public

My commission expires:

42552.1

**Lisa DeLuca
Notary Public
My Commission Expires
April 30, 2003**

**TRADEMARK
REEL: 002029 FRAME: 0165**

SCHEDULE A

<u>MARK</u>	<u>APP./REG. NO.</u>	<u>FILING/REG. DATE</u>
MODEM MEDIA	75/348,248	August 28, 1997
MODEM MEDIA	75/086,405	April 10, 1996
RTG	2,216,635	January 5, 1999