

5/17/01

05-29-2001

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)



U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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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):
 Bates Advertising USA, Inc., as successor
 to Saatchi & Saatchi Consulting Group
 Holdings, Inc.

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

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

2. Name and address of receiving party(ies)
 Name: Yankelovich Partners, Inc.
 Internal
 Address: _____
 Street Address: 101 Merritt 7 Corporate Park
 City: Norwalk State: CT Zip: 06851

Individual(s) citizenship _____
 Association _____
 General Partnership _____ 17
 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 Release of Security Interest
 Execution Date: March 25, 1998

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)
1,664,340 1,361,504
1,665,814

Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 3

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Bruce J. Goldner
 Internal Address: _____

 Street Address: Skadden, Arps, Slate, Meagher & Flom LLP
Four Times Square
 City: New York State: NY Zip: 10036

7. Total fee (37 CFR 3.41).....\$ 90

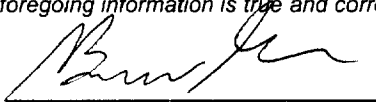
Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
19-2385

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Bruce J. Goldner  May 15, 2001

Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002304 FRAME: 0250

RELEASE**(TRADEMARK)**

THIS RELEASE (TRADEMARK) is given as of this 25th day of March, 1998 by BATES ADVERTISING USA, INC., a New York corporation ("Assignor"), the assignee of CORDIANT CONSULTING GROUP HOLDINGS, INC., a Delaware corporation ("Cordiant"), formerly known as SAATCHI & SAATCHI CONSULTING GROUP HOLDINGS, INC. ("Saatchi"), to YANKELOVICH PARTNERS, INC., a Delaware corporation ("Assignee"), formerly known as YANKELOVICH, SKELLY, AND WHITE/CLANCY, SHULMAN, INC. ("Yankelovich, Skelly"), as follows:

WHEREAS, Saatchi and Yankelovich, Skelly entered into a Security Agreement, dated as of June 17, 1992 (the "Security Agreement"), along with an Assignment of Security Interest in United States Trademarks and Trademark Registrations, dated as of June 17, 1992 (the "Assignment Agreement") by which Yankelovich, Skelly granted to Saatchi a continuing security interest in all of Yankelovich, Skelly's right, title and interest in, to and under the trademarks and registrations set forth in Exhibit A hereto (the "Trademarks"), which Assignment Agreement was duly recorded in the United States Patent and Trademark Office at Reel 0883, Frames 0880-0889 on August 19, 1992;

WHEREAS, Assignee and Yankelovich, Skelly entered into a Plan and Agreement of Merger, dated as of December 10, 1992 whereby Assignee assumed all of Yankelovich, Skelly's obligations under the Security Agreement and the Assignment Agreement;

WHEREAS, Assignee and Saatchi entered into a Confirmation of Continued Assignment of Security Interest in Trademarks, dated as of December 10, 1992 (the "Confirmation Agreement" and, collectively with the Assignment Agreement, the "Trademark Security Agreements"), by which Assignee confirmed Saatchi's continuing and uninterrupted security interest in the Trademarks granted by Yankelovich, Skelly under the Assignment Agreement, which Confirmation Agreement was duly recorded in the United States Patent and Trademark Office at Reel 0920, Frames 0900-0905; and

WHEREAS, Assignee has fully satisfied all its Obligations, as such term is defined in the Security Agreement, and Assignor, as assignee of Cordiant,

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formerly known as Saatchi, desires to release its security interests in and liens upon the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby releases its continuing security interest in the Trademarks and reassigns any and all interest it may have in such Trademarks under the Trademark Security Agreements to Assignee.

IN WITNESS WHEREOF, Assignor has caused this RELEASE (TRADEMARK) to be duly executed by its officer thereunto duly authorized as of this 25th day of March, 1998.

BATES ADVERTISING USA, INC.

By: *Bernard P. Dolan*
Name: BERNARD P. DOLAN
Title: CFO

STATE OF NEW YORK)
) SS.
COUNTY OF NEW YORK)

On this 25 day of March, 1998, before me personally appeared BERNARD P. DOLAN known to me to be the individual who executed the foregoing instrument and acknowledged to me that he/she executed the same as the duly authorized officer of Bates Advertising USA, Inc.

Susan E. Kohl
Notary Public

My commission expires: 6/29/99

SUSAN E. KOHL
NOTARY PUBLIC, State of New York
No. 41-4899218
Qualified in Queens County
Commission Expires June 29, 1999

SCHEDULE A TO RELEASE

<u>MARK</u>	<u>DATE REGISTERED</u>	<u>REG. NO.</u>
YANKELOVICH MONITOR	11/12/91	1,664,340
YANKELOVICH MONITOR	11/26/91	1,665,814
LITMUS	9/24/85	1,361,504