



09-05-2001

08-23-2001

U.S. Patent & TMO/TM Mail Fcpt Dt. #57



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

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

101833460

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

1. Name of conveying party(ies): 8-23-01  
True North Communications Inc.

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other \_\_\_\_\_
- Association
- Limited Partnership

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

3. Nature of conveyance:
- Assignment
  - Security Agreement
  - Other \_\_\_\_\_
  - Merger
  - Change of Name

Execution Date: August 8, 2001

2. Name and address of receiving party(ies)  
Name: The Interpublic Group of  
Internal Companies, Inc.  
Address: \_\_\_\_\_

Street Address: 1271 Avenue of the Americas  
44th Floor  
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

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)  
See Attachment A

B. Trademark Registration No.(s)  
See Attachment B

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jennifer E. Berner

Internal Address: Pattishall, McAuliffe,  
Newbury, Hilliard & Geraldson

Street Address: 311 W. Wacker Drive  
Suite 5000

City: Chicago State: IL Zip: 60606

6. Total number of applications and registrations involved: 60

7. Total fee (37 CFR 3.41).....\$ 1,515.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

16-0650

(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.

Jennifer E. Berner  
Name of Person Signing

Jennifer E. Berner 8/13/01  
Signature Date

Total number of pages including cover sheet, attachments, and document: 12

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

09/04/2001 AAHMED1 00000082 76056001

01 EP-481 40.00 09  
02 EP-649 1475.00 09

TRADEMARK  
REEL: 002357 FRAME: 0576

TW

# **ATTACHMENT A**

## **Trademark Applications**

<b>SERIAL NOS.</b>
76056001
74660407
75784155
76020393
76022069
76021485
76268880
76032125
75795650
76046683
75791754
76098534
76184671
75801115
75784129
75796822
75796823
75818572
75376365
75941830
74550231
76014262
76204209

**SERIAL NOS.**

76088461

75861866

75801367

75588025

75802047

75789359

75789694

74630665

76024269

75784724

75836867

# **ATTACHMENT B**

## **Trademark Registrations**

<b>REGISTRATION NOS.</b>
2206591
2259610
2299701
1658716
2443960
2125534
2123705
2128748
1658715
2116624
1693478
2220336
2280503
2084327
2349906
2201882
2370485
1802264
1817076
2370977
1890661
2134756
2063727

<b>REGISTRATION NOS.</b>
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2018814
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2457465
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2212351
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**NUNC PRO TUNC ASSIGNMENT OF TRADEMARKS**

WHEREAS, True North Communications Inc., a Delaware corporation located and doing business at 101 East Erie Street, Chicago, Illinois 60611 (hereinafter "Assignor"), through its predecessors and wholly-owned subsidiaries, has adopted, used and is using or has a bona fide intent to use and is the owner of the trademarks, registrations, and pending applications listed on Schedule A attached hereto and made a part hereof, (hereinafter "The Marks"); and

WHEREAS, The Interpublic Group of Companies, Inc., a Delaware corporation, located and doing business at 1271 Avenue of the Americas, 44<sup>th</sup> Floor, New York, New York 10020 (hereinafter "Assignee"), is desirous of acquiring The Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor assigns *nunc pro tunc* as of June 22, 2001, all goodwill, right, title, and interest in and to any and all of The Marks to Assignee, successor to the business of Assignor to which The Marks pertain.

The undersigned declares that he/she is fully authorized to execute this Assignment of The Marks to Assignee.

TRUE NORTH COMMUNICATIONS INC.

Dated: August 8, 2001

By: S. Bettman  
Suzanne S. Bettman

Title: Executive Vice President and  
General Counsel

**SCHEDULE A**

MARK	SERIAL NO APPLICATION DATE	REGISTRATION NO./ REGISTRATION DATE	STATUS
ANALYTICI	Ser. No. 76/056,001 May 22, 2000		Pending
AUDIO SHOWROOM	Ser. No. 74/660,407 April 13, 1995		Abandoned
AUDIO SHOWROOM	Ser. No. 75/274,621 April 14, 1997	Reg. No. 2.206591 December 1, 1998	Registered
BBG	Ser. No. 75/532,842 August 7, 1998	Reg. No. 2,259,610 July 6, 1999	Registered
BBG and Design	Ser. No. 75/532,707 August 7, 1998	Reg. No. 2,299,701 December 14, 1999	Registered
BOZELL WELLNESS WORLDWIDE	Ser. No. 75/784,155 August 25, 1999		Abandoned
BRANDCENTER	Ser. No. 76/020,393 April 7, 2000		Pending
BRANDOP	Ser. No. 76/022,069 April 10, 2000		Pending
BRAND PHYSICAL	Ser. No. 76/021,485 April 10, 2000		Pending
BRIDGING	Ser. No. 74/012,937 December 21, 1989	Reg. No. 1,658,716 September 24, 1991	Cancelled

MARK	SERIAL NO APPLICATION DATE	REGISTRATION NO/ REGISTRATION DATE	STATUS
<b>CREATIVITY THAT WORKS</b>	Ser. No. 76/268,880 June 8, 2001		Pending
<b>CULTURE POINT</b>	Ser. No. 76/032,125 April 20, 2000		Pending
<b>DRIVE TO SITE MEDIA</b>	Ser. No. 75/795,674 September 8, 1999	Reg. No. 2,443,960 April 17, 2001	Registered
<b>DRIVE TO SITE MEDIA &amp; Design</b>	Ser. No. 75/795,650 September 8, 1999		Pending
<b>E-DRIVE</b>	Ser. No. 76/046,683 May 11, 2000		Pending
<b>FAMILIARITY WITH A TWIST</b>	Ser. No. 75/791,754 September 1, 1999		Pending
<b>FCB</b>	Ser. No. 75/216,443 December 20, 1996	Reg. No. 2,125,534 December 30, 1997	Registered
<b>FCB &amp; DESIGN</b>	Ser. No. 75/216,085 December 20, 1996	Reg. No. 2,123,705 December 23, 1997	Registered
<b>FCBi:</b>	Ser. No. 76/098,534 July 27, 2000		Pending
<b>FOOTE, CONE &amp; BELDING</b>	Ser. No. 75/216,135 December 20, 1996	Reg. No. 2,128,748 January 13, 1998	Registered
<b>FOR AGENCIES ONLY</b>	Ser. No. 76/184,671 December 20, 2000		Pending



MARK	SERIAL NO APPLICATION DATE	REGISTRATION NO./ REGISTRATION DATE	STATUS
FUTURE FOCUS	Ser. No. 74/012,936 December 21, 1989	Reg. No. 1,658,715 September 24, 1991	Registered
GLOBE & ARROW DESIGN	Ser. No. 74/679,391 May 24, 1995	Reg. No. 2,116,624 November 25, 1997	Registered
HTTZ	Ser. No. 75/801,115 September 16, 1999		Pending
MAKER'S MARK	Ser. No. 74/012,931 December 21, 1989	Reg. No. 1,693,478 June 9, 1992	Canceled
MARKETING DRIVE WORLDWIDE	Ser. No. 75/784,129 August 25, 1999		Pending
MEDEDREGISTER	Ser. No. 75/796,822 September 10, 1999		Pending
MEDEDREGISTER.COM	Ser. No. 75/796,823 September 10, 1999		Pending
MEDIA NEUTRAL MARKETING GROUP	Ser. No. 75/818,572 October 8, 1999		Abandoned
MGR	Ser. No. 75/376,366 October 20, 1997	Reg. No. 2,220,336 January 26, 1999	Registered
MGR MARKET GROWTH RESOURCES, INC.	Ser. No. 75/376,365 October 20, 1997		Abandoned
MGR & Oval Design	Ser. No. 75/941,830 March 1, 2000		Pending

MARK	SERIAL NO APPLICATION DATE	REGISTRATION NO./ REGISTRATION DATE	STATUS
MGR SPORTS AND DESIGN	Ser. No. 75/376,371 October 20, 1997	Reg. No. 2,280,503 September 28, 1999	Registered
MIND & MOOD	Ser. No. 74/589,356 October 24, 1994	Reg. No. 2,084,327 July 29, 1997	Registered
NETELLIGENCE	Ser. No. 75/687,299 April 16, 1999	Reg. No. 2,349,906 May 16, 2000	Registered
NORTHERN LIGHTS INTERACTIVE	Ser. No. 75/163,885 September 10, 1996	Reg. No. 2,201,882 November 3, 1998	Registered
OPTIMEDIA	Ser. No. 74/550,231 July 18, 1994		Abandoned
PERVASIVE MEDIA	Ser. No. 76/014,262 March 31, 2000		Pending
PICTURETRAX	Ser. No. 76/204,209 February 2, 2001		Pending
POWER:10s	Ser. No. 76/088,461 July 13, 2000		Pending
POWERTEST	Ser. No. 75/653,851 March 4, 1999	Reg. No. 2,370,485 July 25, 2000	Registered
PROPHET	Ser. No. 75/861,866 December 1, 1999		Pending
R/GA BROADBAND	Ser. No. 75/801,367 September 16, 1999		Abandoned
R/GA INTERACTIVE	Ser. No. 75/588,025 November 13, 1998		Pending

MARK	SERIAL NO APPLICATION DATE	REGISTRATION NO./ REGISTRATION DATE	STATUS
RELATIONSHIP MONITOR	Ser. No. 75/802,047		Pending
RETAIL MENU MARKETING	September 17., 1999 Ser. No. 74/305,704	Reg. No. 1,802,264	Registered
SIXTY FOOT SPIDER	August 18, 1992 Ser. No. 75/789,359	November 2, 1993	Pending
SIXTY FOOT SPIDER AND DESIGN	September 1, 1999 Ser. No. 75/789,694		Pending
SLAM	September 1, 1999 Ser. No. 74/293,390	Reg. No. 1,817,076	Cancelled
THE CHESS TEAM	July 13, 1992 Ser. No. 75/774,066	January 18, 1994 Reg. No. 2,370,977	Registered
THE OTX GROUP	August 9, 1999 Ser. No. 74/399,779	July 25, 2000 Reg. No. 1,890,661	Registered
TN MEDIA	June 8, 1993 Ser. No. 74/608,386	April 18, 1995 Reg. No. 2,134,756	Registered
TN TECHNOLOGIES	December 8, 1994 Ser. No. 74/608,682	February 3, 1998 Reg. No. 2,063,727	Registered
TRUE NORTH and Design	December 8, 1994 Ser. No. 74/679,379	May 20, 1997 Reg. No. 2,018,814	Registered
TRUE NORTH COMMUNICATIONS INC.	May 24, 1995 Ser. No. 74/608,579	November 26, 1996 Reg. No. 2,457,465	Registered
TRUE NORTH MEDIA	December 8, 1994 Ser. No. 74/630,665	June 5, 2001	Abandoned
	February 6, 1995		

MARK	SERIAL NO. APPLICATION DATE	REGISTRATION NO./ REGISTRATION DATE	STATUS
WAHLSTROM	Ser. No. 75/281,504 April 25, 1997	Reg. No. 2,212,351 December 22, 1998	Registered
WEBTRAPPER	Ser. No. 76/024,269 April 12, 2000		Pending
WELLNESS WORLDWIDE	Ser. No. 75/784,724 August 25, 1999		Abandoned
WORLDMARK	Ser. No. 75/836,867 November 1, 1999		Pending