

12/07/01

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

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

1. Name of conveying party(ies):
True North Communications Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Delaware
 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: _____
1271 Avenue of the Americas
Street Address: 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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: October 10, 2001

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
See attached schedule.

B. Trademark Registration No.(s)
See attached schedule

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: James R. Guerette
Internal Address: _____

12/20/2001 TDIAZ1 00000152 75507191
 01 FC:48 40.00 DP
 02 FC:48 525.00 DP

Street Address: Loeb & Loeb LLP
345 Park Avenue, 18th Floor

City: New York State: NY Zip: 10154

6. Total number of applications and registrations involved: **22**

7. Total fee (37 CFR 3.41).....\$ 565.00
 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

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.

James R. Guerette
Name of Person Signing

James R. Guerette
Signature

12/7/01
Date

6

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

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

TRADEMARK
REEL: 002410 FRAME: 0778

ATTACHMENT TO RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

Name of Conveying party:

**TRUE NORTH COMMUNICATIONS
INC.**

Name and address of receiving party:

**THE INTERPUBLIC GROUP OF
COMPANIES, INC.
1271 Avenue of the Americas, 44th floor
New York, NY 10020**

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

A. Trademark Application No.(s)

75-507,191	76-284,685	76-149,039	76-282,493
75-914,461	76-149,124	76-141,450	76-282,494

B. Trademark Registration No.(s)

2,170,041	2,175,396	2,014,423	2,255,856
2,257,976	2,257,975	2,254,418	2,274,047
2,176,933	2,264,112	2,196,319	2,114,805
2,377,734	2,230,852		

ASSIGNMENT OF TRADEMARKS

WHEREAS, True North Communications Inc., a Delaware Corporation, (the "Assignor") is the owner of all right, title, and interest in and to the trademarks identified in Schedule A attached hereto (collectively, hereinafter the "Marks") including, without limitation, the registrations and applications identified on said Schedule A; and

WHEREAS, Assignor wishes to contribute and assign to an affiliated company, The Interpublic Group of Companies, Inc., a Delaware Corporation (the "Assignee") all of Assignor's right, title, and interest in and to the Marks and all related goodwill, together with the entire portion of the business to which the Marks pertain, and all related certificates of or applications for registration as well as the right to sue for any past infringement of the Marks, and Assignee wishes to accept contribution and assignment of the same.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers, assigns and delivers to Assignee, free and clear of all liens, claims and encumbrances, all of its right, title and interest in and to the Marks and the goodwill of the business symbolized thereby, together with the entire portion of the business to which the Marks pertain, and all related certificates of or applications for registration as well as any and all causes of action for past infringement of the Marks.

This Assignment of Trademarks is made effective as of the 10th day of October, 2001.

TRUE NORTH COMMUNICATIONS INC.

By: S. Bettman

Name: Suzanne Bettman

Title: Executive Vice President

SUBSCRIBED and SWORN to
before me this ___ day of _____, 2001.

Notary Public

My Commission Expires: _____

ACKNOWLEDGED:

THE INTERPUBLIC GROUP OF COMPANIES, INC.

By: _____

Name: _____

Title: _____

SCHEDULE A

<u>Mark</u>	<u>Reg. No.</u>	<u>Serial No.</u>	<u>Goods and Services</u>
BOSS	N/A	75/507191	Class 35: Providing an on-line computer database in the fields of advertising materials and business information
SOFTWARE CASH	2274047	75/480927	Class 35: Promoting the goods and services of others through the administration of consumer incentive awards programs featuring redeemable certificates
BOZELL INTERACTIVE and Design	2254418	75/378311	Class 35: Dissemination of advertising for others via an on-line electronic communications network
W and Design	2257976	75/373708	Class 35: Dissemination of advertising for others via an on-line electronic communications network
WEbspOT	2257975	75/373707	Class 35: Dissemination of advertising for others via an on-line electronic communications network
REALTALK	2176933	75/347957	Class 35: Conducting comprehensive interactive opinion research on-line by means of a global computer network for business and advertising purposes
PULSEPOINT	2264112	75/347934	Class 35: Conducting market research to evaluate and monitor company, brand or service growth and value
BOZELL SMART TARGETING	2255856	75/190791	Class 35: Advertising agency services
REELIFE and Design	2196319	75/154821	Class 35: Conducting business and market research
MUSIC CASH	2170041	75/086947	Class 35: Promoting the goods and services of others through the administration of consumer incentive awards programs featuring redeemable certificates

<u>Mark</u>	<u>Reg. No.</u>	<u>Serial No.</u>	<u>Goods and Services</u>
VIDEO CASH	2175396	75/086938	Class 35: Promoting the goods and services of others through the administration of consumer incentive awards programs featuring redeemable certificates
VACATION DOLLARS	2014423	74/632096	Class 16: Travel discount certificates for promoting the goods and services of others
REEL LIFE	2114805	75/123647	Class 35: Conducting business and market research
CREATIVITY THAT WORKS	2230852	75/481181	Class 35: Advertising and marketing communication services, namely, developing promotional campaigns for businesses Class 42: Computer database programming, graphic art design, and computer-generated graphic art design services, namely, the creation and maintenance of web sites, web pages, and home pages on a global computer network
THE HOT SHOP	2377734	75/828834	Class 35: Preparing advertisements for others. Class 42: Graphic art design services.
SLAM	N/A	75/914461	Class 35: Public relations, marketing and advertising services focused on children and teenagers
BOOK CASH	N/A	76/284685	Class 35: Promoting the goods and services of others through the administration of consumer incentive award programs featuring redeemable certificates
BK HEARTWORKS	N/A	76/149124	Class 35: Advertising and marketing services, including interactive marketing services; Business marketing consultation services, namely, marketing communications and public relations services.
BK HEARTWORKS and Design	N/A	76/149039	Class 35: Advertising and marketing services, including interactive marketing services; Business marketing consultation services, namely, marketing communications and public relations services.

<u>Mark</u>	<u>Reg. No.</u>	<u>Serial No.</u>	<u>Goods and Services</u>
IGNITION	N/A	76/141450	Class 35: Advertising agency services for the automotive field.
PROTEUS SCIENTIFIC	N/A	76/282493	Class 41: Educational services, namely conducting continuing seminars, workshops and symposiums in the medical and healthcare fields.
PROTEUS SCIENTIFIC	N/A	76/282494	Class 35: Advertising and marketing services in the medical and healthcare fields