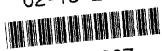
FORM PTO-1618A Expires 06/30/99 OMB 0651-0027

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## RECORDATION FORM COVER SHEET

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Correction of PTO Error  Reel # Frame #	Merger 3/8/01 Change of Name
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Conveying Party	Mark if additional names of conveying parties attached  Execution Date  Month Day Year
Name Leo Burnett USA, Inc.	4/12/99
Formerly Leo Burnett Company, I	
Individual General Partnership	Limited Partnership ×× Corporation Association
Other	
Citizenship/State of Incorporation/Organizat	Mark if additional names of receiving parties attached
Name Leo Burnett Worldwide	
DBA/AKA/TA	
Composed of	
Address (line 1) 35 West Wacker Drive	
Address (line 2)	
Address (line 3) Chicago	Illinois 60601  State/Country If document to be recorded is an
Individual General Partnership	Limited Partnership assignment and the receiving party is not domiciled in the United States, an
Corporation Association	appointment of a domestic representative should be attached.  (Designation must be a separate
Other	document from Assignment)
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Name [	Stephanie L. Ross, Esq.	
Address (line 1)	Leo Burnett Worldwide, Inc.	
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Steph	And L. LOS Signature Signature	Date Signed

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## ASSIGNMENT OF REGISTRATION

WHEREAS, Leo Burnett USA, Inc., ("Assignor") with an address of 35 West Wacker Drive, Chicago, Illinois 60601, a Delaware corporation, has adopted, used and is using the trademark shown on Schedule A hereto (hereinafter called "the trademark"), which is registered in the United States Patent and Trademark Office;

WHEREAS Leo Burnett Worldwide, Inc., ("Assignee") located at 35 West Wacker Drive, Chicago, Illinois 60601, is desirous of acquiring the trademark the registration thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assigns to Assignee all right, title and interest in and to the trademark, together with the good will of the business symbolized by the mark, and the above-identified registration thereof.

DATED:	9/7/01	

Leo Burnett USA, Inc.

Name: Carla R. Michelott

Ela R Mecheloth.

Title: Executive Vice President/General Counsel

UNITED STATES OF AMERICA

STATE OF Illinois

COUNTY OF Cook

On this 140 day of September, 2001 before me appeared Asla R. Muhelett, the person who signed this instrument, who acknowledged that he/she signed it as a free act on behalf of the identified company.

Susan D. Sklinar Notary Public

"OFFICIAL SEAL"
SUSAN D. SKLENAR
Notary Public, State of Illinois
My Commission Expires Oct. 26, 2002

RECORDED: 02/19/2002

TRADEMARK REEL: 002444 FRAME: 0672