

02-22-2002



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

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): Snyder Communications, L.P. 6903 Rockledge Drive, Suite 1500 Bethesda, MD 20817

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

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

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

Execution Date:

2. Name and address of receiving party(ies) Name: Bounty SCA Worldwide LLC Internal Address: Street Address: 550 W. Washington, Suite 1000 City: Chicago State: IL Zip: 60606

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State

Other Limited Liability Company

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):

XXXXXXXXXXXXXXXXXXXXX Serial No. 74595372

B. Trademark Registration No.(s) 1950724 FEB - 7 2002

Additional number(s) attached Yes No

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

Name: Bruce E. Bell, Esq. Internal Address: c/o Schoenberg, Fisher, Newman & Rosenberg, Ltd.

Street Address: 222 S. Riverside Plaza, Suite 2100 City: Chicago State: IL Zip: 60606

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number: N/A

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

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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.

Name of Person Signing J Red

Signature [Handwritten Signature]

Date 12-12-01

Total number of pages including cover sheet, attachments, and document: 2

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

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TRADEMARK REEL: 002447 FRAME: 0601

ASSIGNMENT OF TRADEMARK REGISTRATION

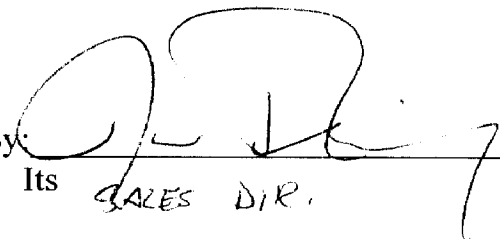
WHEREAS, on January 23, 1996, SNYDER COMMUNICATIONS, L.P., a firm domiciled in the City of Bethesda, State of Maryland, doing business at 6903 Rockledge Drive, adopted and used and is the owner of the following trademark which was registered in the United States Patent and Trademark Office as follows:

<u>Trademark</u>	<u>Registration No.</u>	<u>Date</u>
Parents Pack (and Design)	1,950,724	September, 1992

WHEREAS, BOUNTY SCA WORLDWIDE LLC, a Delaware limited liability company, presently having its principal office at 550 W. Washington Street, Suite 1000, Chicago, Illinois is desirous of acquiring the above mark together with the goodwill of the business appurtenant thereto;

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt thereof is hereby acknowledged, SNYDER COMMUNICATIONS, L.P., does hereby give, grant, and assign to BOUNTY SCA WORLDWIDE LLC, all of its right, title, and interest in and to the said mark and the registration thereof, together with the goodwill of the business symbolized by the mark.

SNYDER COMMUNICATIONS, L.P.

By:   
Its SALES DIR.

SUBSCRIBED and SWORN to  
before me this 12th day of  
December, 2001.

Shannon Hunter  
Notary Public

