

06-13-2002

Docket No.:

CPA1510/CPA1649

6/7/02



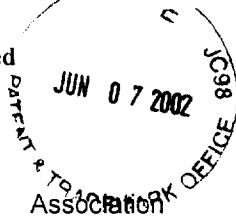
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...ed original documents or copy thereof.

To the Honorable Commissioner of Patents

1. Name of conveying party(ies):

Millward Brown International Limited



- Individual(s)
- General Partnership
- Corporation-State
- Other Limited Company - United Kingdom

Additional names(s) of conveying party(ies)  Yes  No

2. Name and address of receiving party(ies):

Name: Millward Brown UK Limited

Internal Address: Olympus Avenue, Tachbrook Park

Street Address: Warwick, England CV34 6RJ

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_
- Other Limited Company - United Kingdom

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from  
Additional name(s) & address(es)  Yes  N

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: October 1, 2001

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,688,050 ATP  
1,705,951 LINK

Additional numbers  Yes  No

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

Name: Ronald E. Shapiro

Internal Address: \_\_\_\_\_

Street Address: Vorys, Sater, Seymour and Pease LLP

1828 L Street, NW, Eleventh Floor

City: Washington, State: DC ZIP: 20036

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

2

7. Total fee (37 CFR 3.41):.....\$ 65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

22-0585

DO NOT USE THIS SPACE

06/12/2002 TDIAZ1 00000166 1688050  
01 FC:481 40.00 OP  
02 FC:482 25.00 OP

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.

Ronald E. Shapiro  
Name of Person Signing

Ronald E. Shapiro  
Signature

June 7, 2002  
Date

4

Total number of pages including cover sheet, attachments, and

TRADEMARK

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Registrant: Millward Brown UK Limited  
Mark: ATP  
Registration No.: 1,688,050  
Registration Date: May 19, 1992  
International Class(es): 35

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Honorable Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Sir/Madam:

Unless otherwise indicated below, the above-identified registrant designates Vorys, Sater, Seymour and Pease LLP, 1828 L Street, N.W., Eleventh Floor, Washington, D.C. 20036-5109 as its representative on whom notices or process in proceedings affecting the above mark may be served.

\_\_\_\_\_ To designate a different representative, check here and provide the representative's name and address below:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

MILLWARD BROWN UK LIMITED

Date: 18 MARCH 2002

By: J. McDougall  
Name: J. JEAN MCDUGALL  
Title: GROUP DIRECTOR OF COMMUNICATIONS AND MARKETING



**CERTIFICATE OF INCORPORATION  
ON CHANGE OF NAME**

Company No. 1915514

The Registrar of Companies for England and Wales hereby certifies that

MILLWARD BROWN INTERNATIONAL LIMITED

having by special resolution changed its name, is now incorporated  
under the name of

MILLWARD BROWN UK LIMITED

Given at Companies House, London, the 1st October 2001

*C. Phillips*  
C. PHILLIPS

For The Registrar Of Companies



C O M P A N I E S H O U S E

TRADEMARK

RECORDED: 06/07/2002

REEL: 002527 FRAME: 0638