

06-19-2002

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

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

1. Name of conveying party(ies): Initiative Media Worldwide, Inc. 5700 Wilshire Boulevard, Suite 400 Los Angeles, CA 90067

2. Name and address of receiving party(ies) Name: The Interpublic Group of Companies, Inc. Internal Address: Street Address: 1271 Avenue of the Americas, 44th Fl. City: New York State: NY Zip: 10020

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

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

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

Execution Date: June 13, 2002

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 78/027707

B. Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Robert J. Driscoll, Esq. Internal Address: Street Address: Kay & Boose LLP One Dag Hammarskjold Plaza City: New York State: NY Zip: 10017

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:

DO NOT USE THIS SPACE

9. Signature: Robert J. Driscoll, Esq. Name of Person Signing Signature Date: June 14, 2002

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: 002527 FRAME: 0782

ASSIGNMENT OF REGISTERED SERVICE MARK

STATE OF NEW YORK)
)
COUNTY OF NEW YORK) ss.:

WHEREAS, Initiative Media Worldwide, Inc. ("Assignor"), a corporation duly organized and existing under the laws of the State of California, with its principal place of business at 5700 Wilshire Boulevard, Suite 400, Los Angeles, California 90067, has adopted, owns and is using the service mark listed below, which is the subject of a pending application with the United States Patent and Trademark Office:

<u>Service Mark</u>	<u>Application Serial No.</u>	<u>Filing Date</u>
FASTBRIDGE	78/027707	September 26, 2001

WHEREAS, The Interpublic Group of Companies, Inc. ("Assignee"), a corporation duly organized and existing under the laws of the State of Delaware, with its principal place of business at 1271 Avenue of the Americas, 44th Floor, New York, New York 10020, desires to acquire said mark and the registration thereof;


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell and transfer to said Assignee all rights, title and interest in and to the said mark together with the goodwill of the business symbolized by the mark and the registration thereof.

Subscribed to and sworn to before me this 15th day of June, 2002



Notary Public

INITIATIVE MEDIA WORLDWIDE, INC.



Name: Nicholas Camera
Title: Secretary

S. BETH FALLON
Notary Public, State of New York
No. 01FA5082121
Qualified in Queens County
Commission Expires July 21, 2005

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RECORDED: 06/14/2002

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