

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

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

Tab settings

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

1. Name of conveying party(ies): Young & Rubicam L.P. [] Individual(s) [] Association [] General Partnership [] Limited Partnership [] Corporation-State [x] Other Delaware limited partnership Additional name(s) of conveying party(ies) attached? [] Yes [x] No

2. Name and address of receiving party(ies) Name: Y & R Properties Inc. Internal Address: Street Address: 1001 Front Street City: San Francisco State: CA Zip: 94111 [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [x] Corporation-State of 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 [x] No

3. Nature of conveyance: [x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: January 1, 1998

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 2063412, 1465764, 1479899 Additional number(s) attached [] Yes [x] No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Joy J. Wildes Internal Address: DAVIS & GILBERT LLP Street Address: 1740 Broadway City: New York State: NY Zip: 10019

6. Total number of applications and registrations involved: 3 7. Total fee (37 CFR 3.41) \$ 90.00 [] Enclosed [x] Authorized to be charged to deposit account 8. Deposit account number: 502293

DO NOT USE THIS SPACE

9. Signature. Joy J. Wildes Name of Person Signing [Signature] Signature March 18, 2003 Date Total number of pages including cover sheet, attachments, and document: 4

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

ASSIGNMENT

WHEREAS, YOUNG & RUBICAM L.P., a Delaware limited partnership with a principal place of business at 285 Madison Avenue, New York, NY 10017 (hereinafter "Assignor"), is the owner of the marks listed in the attached Schedule "A" which are registered in the United States Patent and Trademark Office;

WHEREAS, Y&R PROPERTIES INC., a Delaware corporation with a principal place of business at 1001 Front Street, San Francisco, CA 94111 (hereinafter "Assignee"), was desirous of acquiring said marks and said registrations thereof; and

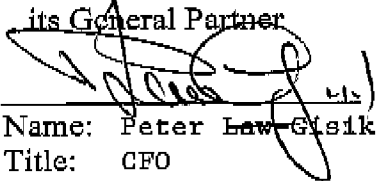
WHEREAS, the parties intend to confirm that effective January 1, 1998, Assignor assigned unto Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations on the attached Schedule "A", and all rights to damages or profits, due or accrued, arising out of past infringement of said marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the parties reaffirm and ratify said assignment upon the aforesaid terms and conditions as of January 1, 1998.

IN WITNESS WHEREOF, this Assignment has been executed effective as of January 1, 1998.

YOUNG & RUBICAM L.P.

By: YOUNG & RUBICAM, INC.
its General Partner

By: 
Name: Peter Law-Gisiko
Title: CFO

Y&R PROPERTIES INC.

By: _____
Name:
Title:

ASSIGNMENT

WHEREAS, YOUNG & RUBICAM L.P., a Delaware limited partnership with a principal place of business at 285 Madison Avenue, New York, NY 10017 (hereinafter "Assignor"), is the owner of the marks listed in the attached Schedule "A" which are registered in the United States Patent and Trademark Office;

WHEREAS, Y&R PROPERTIES INC., a Delaware corporation with a principal place of business at 1001 Front Street, San Francisco, CA 94111 (hereinafter "Assignee"), was desirous of acquiring said marks and said registrations thereof; and

WHEREAS, the parties intend to confirm that effective January 1, 1998, Assignor assigned unto Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations on the attached Schedule "A", and all rights to damages or profits, due or accrued, arising out of past infringement of said marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

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YOUNG & RUBICAM L.P.

By: YOUNG & RUBICAM, INC.
its General Partner

By: _____
Name:
Title:

Y&R PROPERTIES INC.

By: Shahram Alami
Name: Shahram Alami
Title: Vice President

TRADEMARK

REEL: 002619 FRAME: 0150

SCHEDULE A

<u>Mark Name</u>	<u>Reg. No</u>	<u>Reg. Date</u>
BURSON-MARSTELLER	2063412	20-May-1997
Y & R	1465764	17-Nov-1987
YOUNG & RUBICAM	1479899	8-Mar-1988