

12-17-2002



To the Honorable Commissioner of Pa

102312772

Attached original documents or copy hereof.

1. Name of conveying party(ies): 11-21-02  
SAATCHI & SAATCHI NORTH AMERICA, INC.  
 Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State Delaware  
 Other \_\_\_\_\_  
Additional name(s) of conveying party(ies) attached  Yes  No

2. Name and address of receiving party(ies):  
Name: SAATCHI & SAATCHI HOLDINGS LIMITED  
Address: 83/89 Whitfield Street  
London W1A 4XA, United Kingdom  
 Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other United Kingdom Limited 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) & addresses attached?  Yes  No

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_  
Execution Date: November 11, 2002

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
B. Trademark Registration No.(s).  
2,548,663  
Additional Numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Patrick Boisson  
Internal Address: Fross Zelnick Lehrman & Zissu, P.C.  
Street Address: 866 United Nations Plaza  
City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:..... 1  
7. Total fee (37 CFR 3.41) ..... \$ 40.00  
 Enclosed  
 Authorized to be charged to deposit account  
**(Only if total fee is not sufficient)**  
8. Deposit account number:  
23-0825-0576900  
(Attach duplicate copy of this page if paying by deposit account)

12/16/2002 6TOM11 00000134 2548663

DO NOT USE THIS SPACE

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.

Patrick Boisson  
Name of Person Signing

Signature

11/19/2002  
Date

Total number of pages comprising cover sheet: \_\_\_\_\_

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REG. NO. : 2,548,663

REG. DATE : March 19, 2002

MARK : KID CONNECTION

CLASS : 35

**APPOINTMENT OF DOMESTIC REPRESENTATIVE**

Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202

Sir:

SAATCHI & SAATCHI HOLDINGS LIMITED, a limited company organized and existing under the laws of the United Kingdom, located 83/89 Whitfield Street, London W1A 4XA, United Kingdom, the proprietor of the above-identified trademark registration, hereby appoints the firm Fross Zelnick Lehrman & Zissu, P.C., attorneys at law, of 866 United Nations Plaza, New York, New York 10017 (telephone 212-813-5900), its attorneys and representative upon whom notices or process in proceedings affecting the above-identified mark may be served.

SAATCHI & SAATCHI HOLDINGS LIMITED

By: 

Name: Philippe COUVE

Title: Group Finance Director

Date of Signature: 8/11/2002

**ASSIGNMENT**

**WHEREAS**, SAATCHI & SAATCHI NORTH AMERICA, INC., a corporation organized and existing under the laws of the State of Delaware, located at 375 Hudson Street, New York, New York 10014 ("**Assignor**"), is the owner of the following trademark now registered in the United States Patent and Trademark Office:

<u><b>Trademark</b></u>	<u><b>Reg. No.</b></u>	<u><b>Reg. Date</b></u>
KID CONNECTION	2,548,663	March 19, 2002

**and WHEREAS**, SAATCHI & SAATCHI HOLDINGS LIMITED, a limited company organized and existing under the laws of the United Kingdom, located 83/89 Whitfield Street, London W1A 4XA, United Kingdom ("**Assignee**"), is desirous of acquiring said registered trademark.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark, together with the goodwill of the business symbolized by said trademark and the above-named registration therefor, and with all claims arising out of or relating to the use or ownership of said mark.

SAATCHI & SAATCHI NORTH AMERICA, INC.

By: 

Name: William H. Cochrane

Title: CFO

Date of Signature: 11-11-02

I:\PBOISSON\SCHI\021003-SCHI assignment.doc