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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):
Young & Rubicam Inc.

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

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

3 Nature of conveyance:

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

Execution Date 10/31/2002

2. Name and address of receiving party(ies)

Name Y&R Properties

Internal

Address

Street Address: 1001 Front Street

City: San Francisco State: CA Zip: 94111

- Individual(s) citizenship
- Association
- General Partnership Delaware
- Limited Partnership
- Corporation-State
- 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 No

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

A. Trademark Application No.(s) see attached Schedule A

B. Trademark Registration No.(s) see attached Schedule B

Additional number(s) attached Yes No

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

Name: Jeffrey C. Katz, Esq.

Internal Address: DAVIS & GILBERT LLP

Street Address 1740 Broadway

City: New York State: NY Zip: 10019

6. Total number of applications and registrations involved: 55

7. Total fee (37 CFR 3.41)..... \$ 1390.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:


502293

DO NOT USE THIS SPACE

9. Signature.

Jeffrey C. Katz

Name of Person Signing



Signature

4/16/2003

Date

Total number of pages including cover sheet, attachments, and document 7

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

SCHEDULE A

<u>Mark</u>	<u>Serial No.</u>
TORCH	75/388609
INTRAMED	75/748290
INTRAMED	75/748291
THE BRAVO GROUP	75/759772
BRAVO	75/759773
COMMUNICATIONS CAPITAL	75/768903
BRAND BUZZ	75/787893
BRAVO LATEENO	75/891724
BRAVO 2.1	75/891974
CRM COCKPIT	76/033478
3D PLANNING	76/047106
E-BRAND MAGNETISM	76/052822
INTELLIGENCE FACTORY	76/065269
Storm Design (Brand Buzz logo)	76/079438
AMPERSAND	76/139954
SENTRIX GLOBAL HEALTH COMMUNICATIONS	76/153338
CEO CAPITAL	76/192113
DIAGONALNET	76/224559
BAV and Design	76/438937

PRECEPT MEDICAL COMMUNICATIONS	78/019652
FUTURECOM	78/022374
BRAVOMED	78/024004
SENTRIX HEALTHCARE COMMUNICATIONS	78/026587
PRIMARY SOURCE	78/027037

SCHEDULE B

<u>Mark</u>	<u>Registration No.</u>
BAV (stylized)	2628581
BUZZSTORM	2620435
DIRECT IMPACT and Design	2105497
COHN & WOLFE	2195418
SPONSORSOFT	2204535
THE MEDIA EDGE	2252508
BRANDIALOG	2263591
GOOD IS THE ENEMY OF GREAT	2290399
BLACK, KELLY, SCRUGGS & HEALY	2318096
S&H	2366525
SUDDLER & HENNESSY	2377799
LIKELIHOOD SPECTRUM	2379206
BRANDASSET VALUATOR	2399592
WHAT EDUCATION IS UP TO	2447004
THE DIGITAL EDGE	2450156
THE MEETINGS WORK GROUP	2452698
EVALUSOFT	2473814
TME	2477293
IMPRINT PUBLICATION SCIENCE	2484699
BRAND DESTINY	2502711

BRAND MAGNETISM	2507820
POWER APPS	2513197
Y&R 2.1	2513222
BRAND AMPERAGE	2514849
CEOGO.COM	2516721
E-FLUENTIALS	2518227
DRIVEN BY IDEAS	2537939
AVENUE-E HEALTH STRATEGIES	2553543
EXPERIENCE. THE DIFFERENCE.	2559708
EXPERIENCE. THE DIFFERENCE.	2559709
BREAKAWAY BRANDS	2579332

ASSIGNMENT

WHEREAS, YOUNG & RUBICAM INC., a Delaware corporation 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 the subject of applications for registration in the United States Patent and Trademark Office and the owner of the marks listed in the attached Schedule "B" which are registered in the United States Patent and Trademark Office;

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

THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and to the applications and registrations on the attached Schedules, 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.

IN WITNESS WHEREOF, this Assignment has been executed as of October 31, 2002.

YOUNG & RUBICAM INC.

By: 

Name: Peter Law-Gisler

Title: CFO

Y&R PROPERTIES

By: 

Name: Shaham Alami

Title: Vice President