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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): **12-30-02**
Initiative Media Worldwide, Inc.
5700 Wilshire Blvd.
Los Angeles, CA 90036
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State **California**
 Other _____
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: **The Interpublic Group of Companies, Inc.**
Internal Address: _____
Address: _____
Street Address: **1271 Avenue of the Americas**
City: **New York** State: **NY** Zip: **10020**
 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State **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 No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: **October 29, 2002**

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) _____
B. Trademark Registration No.(s) _____
2,619,771
Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 1

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**

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. *Robert J Driscoll /ef* **December 27, 2002**
Name of Person Signing Signature Date
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

01/17/2003 GTOM11 00000169 2619771
01 FC:8521 40.00 DP

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: The Interpublic Group of Companies, Inc.
Mark: **IM INITIATIVE MEDIA** Registration Date: September 17, 2002
Registration I No.: 2,619,771 International Class: 35

**REVOCATION OF ATTORNEY
APPOINTMENT OF NEW ATTORNEY**

To the Assistant Commissioner for Trademarks
Box Post Reg AMENDMENT NO FEE
2900 Crystal Drive
Arlington, VA 22202-3513

Dear Sir/Madam:

The Interpublic Group of Companies, Inc., owner¹ of the above-identified application, revokes any and all previous Powers of Attorney filed in connection with said application and hereby appoints Kay & Boose LLP, and/or Nancy J. Felsten, Esq., and or Robert J. Driscoll, Esq., all members of the Bar of the State of New York, with offices at One Dag Hammarskjold Plaza, New York, New York 10017, as its attorneys, with full power of substitution and revocation, to transact all business in the Patent & Trademark Office in connection with said application.

Respectfully submitted,

THE INTERPUBLIC GROUP OF COMPANIES, INC.

Date: New York, New York
October 29, 2002

By:



Nicholas J. Camera
Senior Vice President/Secretary

¹ An Assignment of the registration to The Interpublic Group of Companies, Inc., is attached hereto and is simultaneously being submitted to the Patent and Trademark Office for recordation.

ASSIGNMENT OF SERVICE MARK REGISTRATION

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

WHEREAS Initiative Media Worldwide, Inc.. ("Assignor"), a corporation duly organized and existing under the laws of California, with its principal place of business at 5700 Wilshire Boulevard, Los Angeles, California 90036, has adopted, owns and is using the service mark listed below, which is registered with the United States Patent and Trademark Office:

<u>Service Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
IM INITIATIVE MEDIA	2,619,771	September 17, 2002

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 marks 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 marks together with the goodwill of the business symbolized by the marks and the registrations thereof, effective as of 10/29/02.

INITIATIVE MEDIA WORLDWIDE, INC.

By: Nicholas J. Camera
Name: NICHOLAS J. CAMERA
Title: ASSISTANT SECRETARY
Date: October 29, 2002

THE INTERPUBLIC GROUP OF COMPANIES, INC.

By: Nicholas J. Camera
Nicholas J. Camera, Senior Vice President/Secretary
Date: October 29, 2002

Subscribed to and sworn before me this 29 day of October, 2002

S. Beth Fallon

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