

01-21-2003

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

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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): Initiative Media Worldwide, Inc. 8544 Sunset Boulevard Los Angeles, CA 90069

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

3. Nature of conveyance: [X] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: January 13, 2003

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 2,046,774

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 [X] Enclosed [] Authorized to be charged to deposit account 8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature. Robert J. Driscoll, Esq. Signature: [Handwritten Signature] Date: January 14, 2003

OFFICE OF PUBLIC RECORDS 2003 JAN 15 AM 11:39 FINANCE SECTION

01/17/2003 ECDOPER 00000114 2046774 01 FC:8521 40.00 OP

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

TRADEMARK REEL: 002652 FRAME: 0364

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant/Assignee: The Interpublic Group of Companies, Inc.

Mark: **MEDIA PARTNERSHIP CORPORATION**

Registration No.: 2,046,774

Registration Date: March 18, 1997

**REVOCATION OF POWER OF ATTORNEY
AND APPOINTMENT OF NEW ATTORNEY**

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


Dear Examiner:

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
January 13, 2003

By: 
Nicholas J. Camera
Senior Vice President/ Secretary

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An Assignment of the application to The Interpublic Group of Companies, Inc. is currently in the process of being recorded by the Patent and Trademark Office. (Courtesy copy enclosed.)

TRADEMARK 20067-002/ 78762.1
REEL: 002652 FRAME: 0365

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 8544 Sunset Boulevard, Los Angeles, California 90069, 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>Serial No.</u>	<u>Registration Date</u>
MEDIA PARTNERSHIP CORPORATION	2,046,774	March 18, 1997

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 January 13, 2003.

INITIATIVE MEDIA WORLDWIDE, INC.

By: *Nicholas J. Camera*
Name: Nicholas J. Camera
Title: Assistant Secretary
Date: January 13, 2003

THE INTERPUBLIC GROUP OF COMPANIES, INC.

By: *Nicholas J. Camera*
Nicholas J. Camera, Senior Vice President/Secretary
Date: January 13, 2003

Subscribed to and sworn before me
this 13 day of January, 2003

S. Beth Fallon
Notary Public

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

30667-002/ 78762.1

RECORDED: 01/15/2003

TRADEMARK
REEL: 002652 FRAME: 0366