

03-03-2003

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): McCann-Erickson Worldwide, Inc. 1271 Avenue of the Americas New York, New York 10020

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: February 11, 2003

[] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [X] Corporation-State Delaware [] Other

4. Application number(s) or registration number(s): A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2,582,387

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: New York 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: (Attach duplicate copy of this page if paying by deposit account)

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.

Robert J. Driscoll, Esq. Name of Person Signing

[Signature] Signature

February 24, 2003 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

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TRADEMARK REEL: 002680 FRAME: 0920

ASSIGNMENT OF SERVICE MARK REGISTRATION

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

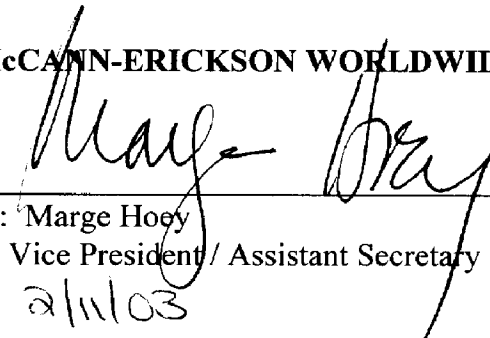
WHEREAS McCann-Erickson Worldwide, Inc. ("Assignor"), a corporation duly organized and existing under the laws of Delaware with its principal place of business at 1271 Avenue of the Americas, New York, New York 10020, has adopted, owns and is using the service mark listed below, which is registered with the United States Patent and Trademark Office:

<u>Service Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
BRAND OPTIMIZATION MAP	2,582,387	June 18, 2002

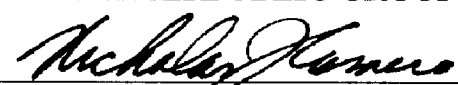
WHEREAS, The Interpublic Group of Companies, Inc. ("Assignee"), a corporation duly organized and existing under the laws of the State of Delaware, with its principal place of business at 1271 Avenue of the Americas, 44th Floor, New York, New York 10020, desires to acquire said mark and the registration 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 February 11, 2003.

McCANN-ERICKSON WORLDWIDE, INC.

By: 
Name: Marge Hoey
Title: Vice President / Assistant Secretary
Date: 2/11/03

THE INTERPUBLIC GROUP OF COMPANIES, INC.

By: 
Nicholas J. Canfera, Senior Vice President/Secretary
Date: 2/11/03

Subscribed to and sworn before me
this 11th day of FEBRUARY 2003

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


30667-009/ 82183 1

TRADEMARK
REEL: 002680 FRAME: 0921

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: The Interpublic Group of Companies, Inc.

Mark: **BRAND OPTIMIZATION MAP**

Registration No.: 2,582,387

Registration Date: June 18, 2002

International Class: 35

**REVOCATION OF POWER OF ATTORNEY
AND 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 registration, 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
FEBRUARY, 11, 2003

By: 
Nicholas J. Camera
Senior Vice President/ Secretary

¹ An Assignment of the registration to The Interpublic Group of Companies, Inc. is in the process of being recorded in the United States Patent and Trademark Office.

KAY & BOOSE LLP
ONE DAG HAMMARSKJÖLD PLAZA
NEW YORK, N.Y. 10017-2299
(212) 940-8200
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TELECOPIER: (212) 755-0921

WRITER'S DIRECT DIAL NUMBER

February 24, 2003

(212) 940-8321

By Express Mail

Commissioner of Patent & Trademarks
Box Assignments
Washington, DC 20231

Re: Trademark Assignment Recordation
BRAND OPTIMIZATION MAP / Reg. No. 2,582,387

Dear Sir/Madam:

On behalf of our client, the Interpublic Group of Companies, Inc. ("Assignee"), we enclose a Trademark Assignment with the required Recordation Form Cover Sheet and Check No. 62325 to your order in the amount of \$40.00 cover the fee for this submission.

Please return the enclosed post card stamped with the date of receipt, and call the undersigned if you have any questions. Thank you.

Very truly yours,

KAY & BOOSE LLP

Candida J. Hinton
Candida J. Hinton

Intellectual Property Administrator

Encls.

CERTIFICATE OF MAILING BY EXPRESS MAIL LABEL NO. EV 097821426US

I, Candida J. Hinton hereby certify that this correspondence is being deposited with the United States Postal Service, "Express Mail Delivery to Addressee" service, on February 24, 2003 addressed as follows: Commissioner for Trademarks, Box Assignments, Washington, DC 20231

Candida J. Hinton
Signature

February 24, 2003
Date of Signature

30667-022/ 82721.1

RECORDED: 02/25/2003

TRADEMARK
REEL: 002680 FRAME: 0923