

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Initiative Media Worldwide, Inc.		08/06/2003	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	The Interpublic Group of Companies, Inc.
Street Address:	1271 Avenue of the Americas
Internal Address:	44th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10020
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1	
Property Type	Number
Serial Number:	76380834

CORRESPONDENCE DATA	
Fax Number:	(310)824-9696
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	310-824-5555
Email:	docketla@fulpat.com
Correspondent Name:	Stephen J. Strauss, Esq.
Address Line 1:	6060 Center Drive
Address Line 2:	Tenth Floor
Address Line 4:	Los Angeles, CALIFORNIA 90045

ATTORNEY DOCKET NUMBER:	WESTI 59806
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NAME OF SUBMITTER:	INITIATIVE MEDIA WORLDWIDE, INC.
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Total Attachments: 2 source=assignment.tif source=notary page.tif
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CH \$40.00 76380834

SERVICE MARK ASSIGNMENT

WHEREAS, INITIATIVE MEDIA WORLDWIDE, INC., a California corporation, owns the following pending federal service mark application with the United States Patent and Trademark Office:


MARK	APPL. SERIAL NO.	FILING DATE
OUTDOOR SERVICES and Design	76/380,834	March 8, 2002

WHEREAS, THE INTERPUBLIC GROUP OF COMPANIES, INC., a Delaware corporation, having its principal place of business at 1271 Avenue of the Americas, 44th Floor, New York, New York 10020, is desirous of acquiring said service mark and pending application;

NOW THEREFORE, for good and valuable consideration set forth, the receipt of which is hereby acknowledged, INITIATIVE MEDIA WORLDWIDE, INC. hereby assigns to THE INTERPUBLIC GROUP OF COMPANIES, INC. all right, title and interest in and to said service mark and pending application thereof, together with the goodwill of the business symbolized by said service mark.

Executed this 6th day of August, 2003, at New York, New York.

INITIATIVE MEDIA WORLDWIDE, INC.

By: 
Name: NICHOLAS J. CANORA
Title: ASSISTANT SECRETARY

STATE OF NEW YORK)
) ss.
COUNTY OF)

On August 6th 2003, before me, S. Beth Fallon, a Notary Public of the State of New York, appeared NICHOLAS J. CAUERA who attested that s/he is the ASST. SECRETARY of Initiative Media Worldwide, Inc. and is authorized to sign this Assignment on its behalf. NICHOLAS J. CAUERA executed and dated this Agreement in my presence:

WITNESS my hand and official seal.

S. Beth Fallon
Signature of Notary Public

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

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