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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, NY 10020 [] Individual(s) [] Association [] General Partnership [] Limited Partnership [x] Corporation-State Delaware [] Other Additional name(s) of conveying party(ies) attached? [] Yes [x] No

2. Name and address of receiving party(ies) Name: The Interpublic Group of Companies, Inc. Internal Address: Street Address: 1270 Avenue of the Americas City: New York State NY Zip: 10020 [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [x] 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: [x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: OCT 29, 2002

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 2,618,403 Additional number(s) attached [] Yes [x] No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Nancy J. Felsten, 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:

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9. Signature. Nancy J. Felsten, Esq. Name of Person Signing Signature Date November 4, 2002 Total number of pages including cover sheet, attachments, and document: 2

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

TRADEMARK REEL: 002704 FRAME: 0841

ASSIGNMENT OF SERVICE MARK REGISTRATION

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

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>
MCCANN PULSE	2,618,403	September 9, 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 October 29, 2002.

MCCANN-ERICKSON WORLDWIDE, INC.

By: Marge Hoey
Name: Marge Hoey
Title: Vice President / Assistant Secretary
Date: 10/29/02

THE INTERPUBLIC GROUP OF COMPANIES, INC.

By: Nicholas J. Camera
Nicholas J. Camera, Senior Vice President/Secretary
Date: 10/29/02

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

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

TRADEMARK

RECORDED: 11/20/2002

REEL: 002704 FRAME: 0842