

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
McCann-Erickson Worldwide, Inc.		09/16/2004	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	The Interpublic Group of Companies, Inc.
<b>Street Address:</b>	1114 Avenue of the Americas
<b>Internal Address:</b>	19h Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10036
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	2485994	UNIVERSAL MCCANN

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(212)489-8340
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	212-489-8230
<b>Email:</b>	robertdriscoll@dwt.com
<b>Correspondent Name:</b>	Davis Wright Tremaine LLP
<b>Address Line 1:</b>	1633 Broadway
<b>Address Line 2:</b>	27th Floor
<b>Address Line 4:</b>	New York, NEW YORK 10019

<b>ATTORNEY DOCKET NUMBER:</b>	64285/22
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<b>NAME OF SUBMITTER:</b>	Robert J. Driscoll
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<b>Total Attachments: 2</b>
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CH \$40.00 2485994

## TRADEMARK ASSIGNMENT

**WHEREAS**, McCann-Erickson Worldwide, Inc., a corporation of the state of Delaware (“Assignor”), has adopted, used and is using the trademark UNIVERSAL MCCANN (the “Mark”), which is registered in the United States Patent and Trademark Office, Registration No. 2485994 (the “Mark”), and owns all right, title and interest in and to the Mark, the registration therefor, and all associated good will; and

**WHEREAS**, The Interpublic Group of Companies, Inc., a corporation of the state of Delaware (“Assignee”), is desirous of acquiring all, right, title and interest in and to the Mark and the registration therefor, together with the goodwill of the business symbolized by and associated with the Mark and its respective registration;

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby transfer and assign to Assignee all right, title, and interest in and to the Mark and the registration therefor, together with the goodwill of the business symbolized by and associated with the Mark and its respective registration.

By: Nicholas J. Camera  
Nicholas J. Camera

Title: VICE PRESIDENT + SECRETARY

Sworn to before me this  
16<sup>th</sup> day of September 2004

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