

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Saatchi & Saatchi North America, Inc.		01/11/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Saatchi & Saatchi Holdings Ltd		
Street Address:	83/89 Whitfield Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W1A 4XA		
Entity Type:	COMPANY: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78342122	SAATCHI & SAATCHI X	
CORRESPONDENCE DATA			
Fax Number:	(212)661-7769		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-682-8811		
Email:	gtaylor@dunnington.com		
Correspondent Name:	Gayle A Taylor, Esq.		
Address Line 1:	Dunnington, Bartholow & Miller		
Address Line 2:	666 Third Avenue, 27th floor		
Address Line 4:	New York, NEW YORK 10017		
DOMESTIC REPRESENTATIVE			
Name:	Gayle A Taylor, Esq		
Address Line 1:	Dunnington, Bartholow & Miller		
Address Line 2:	666 Third Avenue, 27 floor		
Address Line 4:	New York, NEW YORK 10017		

OP \$40.00 78342122

NAME OF SUBMITTER:	Steven E. Lewis
Signature:	/Steven E. Lewis/
Date:	01/11/2005
Total Attachments: 1 source=Trademark Assignment#page1.tif	

TRADEMARK ASSIGNMENT

The undersigned, Saatchi & Saatchi North America, Inc., a Delaware corporation, with a principal place of business at 375 Hudson Street, New York, New York 10014 (the "Assignor") is the applicant of that certain mark identified as: "Saatchi & Saatchi X" USPTO serial no.: 78/342122 initially filed with the USPTO on December 17, 2003 (the "Trademark").

WHEREAS, Assignor wishes to assign its entire rights, interest, and ownership in the pending application of the Trademark to its affiliate company, Saatchi & Saatchi Holdings Ltd., a United Kingdom limited company, with a principal place of business at 83/89 Whitfield Street, London W1A 4XA, England (the "Assignee") for good and valuable consideration (the "Assignment").

NOW, the Assignor sets forth as follows:

1. Assignment. Assignor does hereby irrevocably assign to Assignee all rights, interest and ownership, including but not limited to, all application and registration rights for the United States and throughout the world, with respect to the Trademark, and all goodwill and all other rights, in and to the Trademark.

2. Representations and Warranties. Assignor represents and warrants to Assignee:

- (a) Assignor has the right, power and authority to create this Assignment;
- (b) There are no claims, pending or threatened, with respect to Assignor's rights in the Trademark application;
- (c) This Assignment is valid, binding and enforceable in accordance with its terms; and
- (d) Assignor is not subject to any agreement, judgment or order inconsistent with the terms of this Assignment.

3. Entire Assignment. This Assignment contains the entire agreement hereto with respect to its subject matter and supersedes any prior or contemporaneous written or oral agreements, representations or warranties between the parties respecting the subject matter hereof.

IN WITNESS WHEREOF, this Assignment has been duly signed by an authorized officer of the Assignor as of the 11th day of January, 2005.

SAATCHI & SAATCHI NORTH AMERICA, INC.

By: _____

Name: Steven E. Lewis

Title: Vice President; Secretary