

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	First Supplemental Trademark Collateral Security and Pledge Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Digitas LLC		08/31/2005	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Bank of America, N.A., as successor by merger to Fleet National Bank		
Street Address:	100 Federal Street		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02110		
Entity Type:	National Association: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2294552	BRONNER SLOSBERG HUMPHREY	
CORRESPONDENCE DATA			
Fax Number:	(617)951-8736		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-951-8517		
Email:	kristine.ouimet@bingham.com		
Correspondent Name:	Kristine L. Ouimet		
Address Line 1:	150 Federal Street		
Address Line 2:	c/o Bingham McCutchen LLP		
Address Line 4:	Boston, MASSACHUSETTS 02110		
NAME OF SUBMITTER:	Kristine L. Ouimet		
Signature:	/Kristine L Ouimet/		
Date:	09/20/2005		

OP \$40.00 2294552

Total Attachments: 10

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FIRST SUPPLEMENTAL TRADEMARK COLLATERAL
SECURITY AND PLEDGE AGREEMENT

This FIRST SUPPLEMENTAL TRADEMARK COLLATERAL SECURITY AND PLEDGE AGREEMENT (this "Agreement") dated as of August 31, 2005 by and between DIGITAS LLC, a Delaware limited liability company with its principal executive offices at 800 Boylston Street, Boston, Massachusetts 02199 (the "Assignor") and BANK OF AMERICA, N.A. (as successor by merger to Fleet National Bank), a national banking association with its principal place of business at 100 Federal Street, Boston, Massachusetts 02110, acting as agent (the "Agent") for itself and other lending institutions (hereinafter, collectively, the "Banks") which are, or may in the future become, parties to the Amended and Restated Revolving Credit Agreement dated as of August 31, 2005 (as amended and in effect from time to time, the "Credit Agreement"), by and among the Assignor, Digitas Inc., Bronner Slosberg Humphrey Inc., the Agent, and the Banks.

Reference is hereby made to the Amended and Restated Security Agreement dated as of the date hereof by and among the Assignor, the Agent and certain other parties thereto (as amended and in effect from time to time, the "Security Agreement").

RECITALS

WHEREAS, the Assignor, the Agent and the Banks have agreed to enter into the Credit Agreement, pursuant to which the Banks have agreed to continue to make Loans (as defined in the Credit Agreement) and otherwise extend credit to the Assignor thereof;

WHEREAS, the Assignor and the Agent are party to the Security Agreement, pursuant to which the Assignor has granted to the Agent, for the benefit of the Banks and the Agent, to secure the payment and performance in full of all of the Obligations (as such term is defined in the Credit Agreement), a security interest in and a pledge and assignment of the Collateral (as defined in the Security Agreement), including, without limitation, the Pledged Trademarks (as defined in the Original Trademark Collateral Agreement described below).

WHEREAS, the Assignor and the Agent are party to a Trademark Collateral Security and Pledge Agreement, dated as of July 25, 2000 (as amended and in effect from time to time, the "Original Trademark Collateral Agreement"), which was recorded with the United States Patent and Trademark Office (the "PTO") on or about July 25, 2000, pursuant to which the Assignor granted and confirmed the grant of a security interest to the Agent in and lien on all of the Assignor's Pledged Trademarks, as such term is defined in the Original Trademark Collateral Agreement;

WHEREAS, subsequent to the execution, delivery and recording of the Original Trademark Collateral Agreement, the Assignor has informed the Agent that the Assignor has additional trademarks and trademark applications as set forth on Schedule A hereto (such trademarks and trademark applications being collectively referred to herein as the "Supplemental Trademarks");

WHEREAS, pursuant to and in fulfillment of the parties' obligations under the Credit Agreement, the Security Agreement and the Original Trademark Collateral Agreement, the Assignor wishes to execute and deliver this Agreement to further effect, evidence and memorialize the Assignor's grant to the Agent of a security interest in the Supplemental Trademarks, the Trademark Rights associated with or related to the Supplemental Trademarks (the "Supplemental Trademark Rights"), the Associated Goodwill associated with or related to the Supplemental Trademarks (the "Supplemental Goodwill"), the Trademark License Rights associated with or related to the Supplemental Trademarks (the "Supplemental Trademark License Rights"), and the proceeds associated with or related to the Supplemental Trademarks (the "Supplemental Proceeds"), (the Supplemental Trademarks, Supplemental Trademark Rights, Supplemental Goodwill, Supplemental Trademark License Rights and Supplemental Proceeds collectively referred to as the "Supplemental Trademark Collateral"), and the Assignor's collateral future assignment to the Agent of the Supplemental Trademark Collateral, all as contemplated by the Original Trademark Collateral Agreement;

NOW, THEREFORE, the Assignor and the Agent, in consideration of the promises set forth in the Credit Agreement, the Security Agreement and the Original Trademark Collateral Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, agree as follows:

1. **DEFINITIONS.** All capitalized terms used herein without definition shall have as their respective meanings the definitions as set forth in the Original Trademark Collateral Agreement.

2. **GRANT OF SECURITY; COLLATERAL ASSIGNMENT.**

2.1. Grant of Security Interest. As collateral security for the complete and timely payment, performance and satisfaction of all Obligations, the Assignor hereby confirms its grant to the Agent pursuant to the Original Trademark Collateral Agreement and the Security Agreement and hereby unconditionally grants to the Agent, for the benefit of the Banks and the Agent, a continuing security interest in and first priority lien on the Supplemental Trademark Collateral, and pledges, mortgages and hypothecates (but does not transfer title to) the Supplemental Trademark Collateral to the Agent (and confirms its pledge, mortgage, and hypothecation of the Supplemental Trademark Collateral to the Agent pursuant to the Original Trademark Collateral Agreement), for the benefit of the Banks and the Agent.

2.2. Collateral Assignment. In addition to, and not by way of limitation of, the grant, pledge, mortgage and hypothecation of the Supplemental Trademark Collateral provided and confirmed in Section 2.1 hereof, to secure the complete and timely payment, performance and satisfaction of all Obligations, the Assignor hereby grants, assigns, transfers and conveys to the Agent (and confirms its grant, assignment, transfer and conveyance to the Agent pursuant to the Original Trademark Collateral Agreement), BY WAY OF COLLATERAL SECURITY, for the benefit of the Banks and the Agent, the Assignor's entire right, title and interest in and to the Supplemental Trademark Collateral; provided, however, that such grant, assignment, transfer and conveyance shall be and become of force and effect only (i) upon the occurrence and during the continuance of an Event of Default under the Credit Agreement and (ii) either (A) upon the written demand of the Agent at any time during such continuance or (B) immediately and automatically (without notice or action of any kind by the Agent or any Bank) upon an Event of

Default for which acceleration of any of the Loans is automatic under the Credit Agreement or upon the sale or other disposition of or foreclosure upon the Supplemental Trademark Collateral pursuant to the Security Agreement or Article 9 of the Uniform Commercial Code (including the transfer or other disposition of the Supplemental Trademark Collateral by the Assignor to the Agent or its nominee in lieu of foreclosure). The foregoing grant, assignment, transfer and conveyance shall be referred to from time to time herein as the "Section 2.2 Assignment". THE AGENT ASSUMES NO LIABILITY OR RESPONSIBILITY ARISING IN ANY WAY BY REASON OF ITS HOLDING SUCH COLLATERAL SECURITY.

2.3. Rights and Remedies Upon Default. If any Event of Default shall have occurred and be continuing, then, with respect to the Supplemental Trademark Collateral, the Agent shall have such rights, interests and remedies, and the Assignor shall have such obligations, as are provided in or arise under the Original Trademark Collateral Agreement with respect to the Pledged Trademarks, and all such rights, interests, remedies and obligations are hereby incorporated herein by reference as if set forth in full herein and are hereby ratified, confirmed, adopted and approved.

2.4. Supplemental to Certain Agreements. In no event shall this Agreement, the Section 2.2 Assignment of the Supplemental Trademark Collateral hereunder or the recordation of this Agreement (or any document hereunder) with the PTO, adversely affect or impair, in any way or to any extent, the Security Agreement, the other Security Documents (as defined in the Credit Agreement), the security interest of the Agent in the Collateral (including the Supplemental Trademark Collateral) pursuant to the Security Agreement, the Original Trademark Collateral Agreement and/or this Agreement, the attachment and perfection of such security interest under the Uniform Commercial Code, or the present or future rights and interests of the Agent in and to the Collateral under or in connection with the Security Agreement, the other Security Documents, the Original Trademark Collateral Agreement, this Agreement and/or the Uniform Commercial Code. Any and all rights and interests of the Agent in and to the Supplemental Trademark Collateral (and any and all obligations of the Assignor with respect to the Supplemental Trademark Collateral) provided herein, or arising hereunder or in connection herewith, shall only supplement and be cumulative and in addition to the rights and interests of the Agent (and the obligations of the Assignor) in, to or with respect to the Collateral (including the Supplemental Trademark Collateral) provided in or arising under or in connection with the Security Agreement, the other Security Documents and the Original Trademark Collateral Agreement. The Security Agreement, the other Security Documents, the Original Trademark Collateral Agreement, and all rights and interests of the Agent in and to the Collateral (including the Pledged Trademarks and the Supplemental Trademark Collateral) thereunder, are hereby ratified, confirmed, adopted and approved.

3. REPRESENTATIONS, WARRANTIES AND COVENANTS OF ASSIGNOR.

3.1. Schedule A to the Original Trademark Collateral Agreement (the "Original Schedule A") as well as the Annex of Exhibit 1 to the Original Trademark Collateral Agreement (the "Original Annex"), which sets forth a list of all Pledged Trademarks owned by Assignor, is hereby amended and supplemented by Schedule A and Annex A to this Agreement (the "New Schedule A" and "New Annex A", respectively). The Assignor represents and warrants that the Original Schedule A and the New Schedule A and the Original Annex and Annex A collectively constitute a true and complete list of all Pledged Trademarks.

3.2. The term "Pledged Trademarks", as defined and used in the Original Trademark Collateral Agreement, shall include, as of the time of the Assignor's acquisition of any right, title or interest therein or thereto, the Supplemental Trademarks, the Supplemental Trademark License Rights, the Supplemental Trademark Rights, the Supplemental Proceeds and the Supplemental Trademark Collateral.


3.3. The Assignor represents and warrants that all representations and warranties of the Assignor as set forth in the Credit Agreement and the Original Trademark Collateral Agreement, as amended by Sections 3.1 and 3.2 hereof, are true and correct in all material respects on and as of the date hereof, except as such representations and warranties contained in the Credit Agreement are necessarily affected by the transactions contemplated by the Credit Agreement, and except for representations and warranties which expressly relate to a prior date. All such representations and warranties are hereby ratified, affirmed and incorporated herein by reference, and such representations and warranties are applicable to the Pledged Trademarks (including the Supplemental Pledged Trademarks) with the same force and effect as though set forth herein in their entirety.

3.4. All rights, interests, duties, obligations, liabilities, covenants, agreements and remedies of each of the Assignor and the Agent with respect to each other and/or the Pledged Trademarks (including without limitation the Supplemental Pledged Trademarks) or any portion thereof, as set forth in the Original Trademark Collateral Agreement, the Security Agreement and the other Security Documents, are hereby ratified, confirmed, adopted, approved and incorporated herein by reference; and such rights, duties, obligations, liabilities, covenants, agreements and remedies are applicable to the parties and the Pledged Trademarks (including without limitation the Supplemental Pledged Trademarks) with the same force and effect as though set forth herein in their entirety.

4. **OTHER TERMS AND CONDITIONS OF ORIGINAL TRADEMARK COLLATERAL AGREEMENT.** This Agreement incorporates by reference all other terms and conditions contained in the Original Trademark Collateral Agreement, to the extent that such terms and conditions are not inconsistent with the provisions set forth in this Agreement, with the same force and effect as though set forth herein in their entirety. Except as otherwise expressly set forth herein, all terms and conditions of the Original Trademark Collateral Agreement are ratified and confirmed and shall remain in full force and effect. Without limiting the generality of the foregoing, the Assignor expressly affirms all of its obligations under the Original Trademark Collateral Agreement, as supplemented or amended hereby. Nothing herein shall be construed as an amendment, supplement or waiver of any requirements of the Original Trademark Collateral Agreement except as expressly set forth herein.

IN WITNESS WHEREOF, the Assignor and the Agent, each by its own duly authorized officer, have duly executed this Agreement, as an instrument under seal, as of the date first set forth above.

DIGITAS LLC

By: 
Name: BRYAN K. ROBERTS
Title: TREASURER

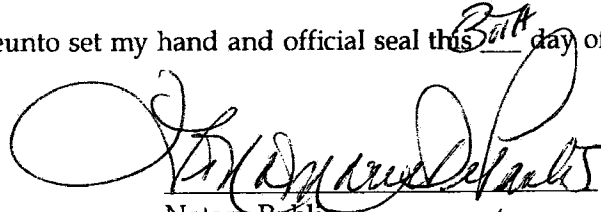
BANK OF AMERICA, N.A. (successor by merger to Fleet National Bank),
individually and as Agent

By: _____
Name: Christopher S. Allen
Title: Senior Vice President

Commonwealth of Massachusetts)
)ss.
County of Suffolk)

On this 3rd day of August, 2005, before me, the undersigned notary public, personally appeared BRIAN K. ROBERTS, proved to me through satisfactory evidence of identification, which were DRIVER'S LICENSE, to be the person whose name is signed on the preceding or attached ~~document~~, and acknowledged to me that he signed it voluntarily for its stated purpose (as TREASURER for Digitas LLC, a Delaware limited liability company).

IN WITNESS WHEREOF, I have hereunto set my hand and official seal this 3rd day of August, 2005.


Notary Public
My Commission Expires June 16, 2011

IN WITNESS WHEREOF, the Assignor and the Agent, each by its own duly authorized officer, have duly executed this Agreement, as an instrument under seal, as of the date first set forth above.

DIGITAS LLC

By: _____
Name:
Title:

BANK OF AMERICA, N.A. (successor by merger to Fleet National Bank),
individually and as Agent

By: Christopher S. Allen
Name: Christopher S. Allen
Title: Senior Vice President

Commonwealth of Massachusetts)
)ss.
County of Suffolk)

On this 26th day of August, 2005, before me, the undersigned notary public, personally appeared Christopher S. Allen, proved to me through satisfactory evidence of identification, which were Massachusetts driver's license, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he signed it voluntarily for its stated purpose (as Senior Vice President for Bank of America, N.A.).

IN WITNESS WHEREOF, I have hereunto set my hand and official seal this 26th day of August, 2005.



Notary Public

My Commission Expires:

C. PAULA BARRETTO

NOTARY PUBLIC

My Commission Expires September 27, 2007

SCHEDULE A

U.S. Trademark and Trademark Registrations

<u>Trademark or Service Mark</u>	<u>Registration or Serial No.</u>	<u>Date of Registration</u>	<u>Owner</u>
Digitas	2,625,719	09/24/2002	Digitas LLC

Foreign Trademark and Trademark Registrations

<u>Trademark or Service Mark</u>	<u>Country</u>	<u>Registration or Serial No.</u>	<u>Date of Registration</u>	<u>Owner</u>
Bronner Slosberg Humphrey Bronnercom	United Kingdom	2202518		Digitas LLC
	United Kingdom	2201038		Digitas LLC
Digitas	United Kingdom	2218246		Digitas LLC
Digitas Stylized	United Kingdom	2221823		Digitas LLC

U.S. Trademark and Trademark Registrations

U.S. Trademark and Trademark Registrations

<u>Trademark or Service Mark</u>	<u>Registration or Serial No.</u>	<u>Date of Registration</u>	<u>Owner</u>
Bronner Slosberg Humphrey	2,294,552	11/23/1999	Digitas LLC
Digitas	2,625,719	09/24/2002	Digitas LLC

Foreign Trademark and Trademark Registrations

<u>Trademark or Service Mark</u>	<u>Country</u>	<u>Registration or Serial No.</u>	<u>Date of Registration</u>	<u>Owner</u>
Bronner Slosberg Humphrey	United Kingdom	2202518		Digitas LLC
Bronnercom	United Kingdom	2201038		Digitas LLC
Digitas	United Kingdom	2218246		Digitas LLC
Digitas Stylized	United Kingdom	2221823		Digitas LLC