

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Y&R Properties		07/09/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	WPP Properties		
Street Address:	1001 Front Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94111		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2399592	BRANDASSET VALUATOR	
Registration Number:	1934401	BRANDASSET	
CORRESPONDENCE DATA			
Fax Number:	(212)468-4888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	718 479 2602		
Email:	jkatz@dglaw.com		
Correspondent Name:	Jeffrey C. Katz, Esq.		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	08756-0785-002		
NAME OF SUBMITTER:	Jeffrey C. Katz		
Signature:	/jeffrey c. katz/		
Date:	10/07/2005		

CH \$65.00 2399592

Total Attachments: 3

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source=ChangeofNameWPPp2#page1.tif

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below:

1. Name of conveying party(ies)/Execution Date(s):

Y&R Properties

- Individual(s)
- General Partnership
- Corporation – State
- Other
- Association
- Limited Partnership

Citizenship Delaware

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Government Interest Assignment
- Other
- Merger
- Change of Name

Execution Date(s) 07/09/2004

2. Name and Address of receiving party(ies)

Additional name(s) & address(es) attached? Yes No

Name: WPP Properties

Internal Address: 1001 Front Street

Street Address: _____

City: San Francisco

State: California

Country: United States Zip: 94111

Association – Citizenship _____

General Partnership – Citizenship _____

Limited Partnership – Citizenship _____

Corporation – Citizenship Delaware

Other _____

Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No.

4. Application number(s) or registration number(s):

A. Trademark Application No(s).

B. Trademark Registration No(s).

2399592

1934401

Additional numbers attached? Yes No

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

Jeffrey C. Katz
DAVIS & GILBERT LLP
1740 Broadway
New York, New York 10019

Tel: (212) 468-4800

Fax: (212) 468-4888

jkatz@DGLaw.com

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 1.21(h) and 3.41) \$65.00

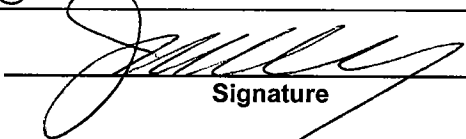
All fees and any deficiencies are authorized to be charged to Deposit Account (Our Ref. 08756-0785-002)

8. Payment Information

Deposit Account No. 502293

Authorized user Name: Jeffrey C. Katz

9. Signature.



Signature

10-7-05

Date

Jeffrey C. Katz

Name of Person Signing

Total number of pages including cover sheet, and documents:

Delaware

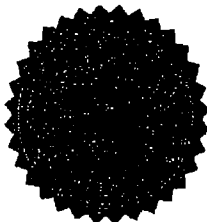
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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "Y&R PROPERTIES", CHANGING ITS NAME FROM "Y&R PROPERTIES" TO "WPP PROPERTIES", FILED IN THIS OFFICE ON THE NINTH DAY OF JULY, A.D. 2004, AT 4:49 O'CLOCK P.M.

2825682 8100

040506907



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State
AUTHENTICATION: 3225150

DATE: 07-12-04

TRADEMARK
REEL: 003171 FRAME: 0644

State of Delaware
Secretary of State
Division of Corporations
Delivered 04:49 PM 07/09/2004
FILED 04:49 PM 07/09/2004
SRV 040506907 - 2825682 FILE

**CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF STATEMENT OF PARTNERSHIP EXISTENCE
OF
Y&R PROPERTIES**

Y&R PROPERTIES (the "Partnership"), a general partnership organized and existing under the State of Delaware, in order to amend its currently effective Statement of Partnership Existence, in accordance with Section 15-105 of the Delaware Revised Uniform Partnership Act (the "Act"), hereby adopts the following Certificate of Amendment:

FIRST: The name of the Partnership is Y&R PROPERTIES.

SECOND: The Statement of Partnership Existence for Y&R Properties was filed with the Secretary of State of Delaware on December 31, 2001.

THIRD: The Partnership hereby amends its Certificate of Statement of Partnership Existence as follows:

Paragraph **FIRST** of the Certificate of Statement of Partnership Existence, relating to the name of the partnership is hereby amended to read as follows:

"FIRST: The name of the partnership is WPP PROPERTIES"

The undersigned, the general partner of the Partnership, executes this Certificate of Amendment of Partnership Existence on July 9, 2004.

YOUNG & RUBICAM INC.

By: /s/ Kevin Farewell
Kevin Farewell
Vice-President Senior Tax Counsel

#459359v2 03023-0461-001