

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
D'Arcy Masius Benton & Bowles, Inc.		12/15/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Publicis, Inc.		
Street Address:	950 Sixth Avenue		
Internal Address:	4 Herald Square		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2511030	CREATEEDUCATEDCULTIVATE	
Registration Number:	2513515	BRAND OPTIMIZATION	
CORRESPONDENCE DATA			
Fax Number:	(212)468-4888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 468-4800		
Email:	jkatz@dglaw.com, tjones-houston@dglaw.com		
Correspondent Name:	Jeffrey C. Katz, Esq.		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	07516-0760-001		
NAME OF SUBMITTER:	Jeffrey C. Katz		

CH \$65.00 2511030

Signature:

/jeffrey c. katz/

Date:

03/02/2006

Total Attachments: 2

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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):

D'Arcy Masius Benton & Bowles, Inc.

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

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

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Government Interest Assignment
 Conversion

Execution Date(s) 12/15/2005

2. Name and Address of receiving party(ies)

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

Name: Publicis, Inc.

Internal Address:

Street Address: 950 Sixth Avenue, 4 Herald Square

City New York

State: New York

Country: United States Zip 10001

Association – Citizenship _____

General Partnership – Citizenship _____

Limited Partnership – Citizenship _____

Corporation – Citizenship New York

Other

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).

			2511030		
			2513515		

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 (07516-0760-001)

8. Payment Information

Deposit Account No. **502293**

Authorized user Name: Jeffrey C. Katz

9. Signature.


Signature

3-2-06

Date

Jeffrey C. Katz

Name of Person Signing

Total number of pages including cover sheet, and documents:

2

EXHIBIT 2.5A

ASSIGNMENT OF D'ARCY MASIUS BENTON & BOWLES, INC. MARKS

WHEREAS, D'Arcy Masius Benton & Bowles, Inc., a corporation organized and existing under the laws of the State of Delaware (hereinafter "Assignor"), is the owner of the marks listed below which are registered in the United States Patent and Trademark Office (the "Marks"):

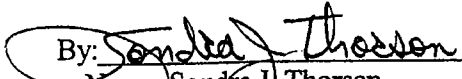
<u>Mark</u>	<u>Registration No.</u>	<u>Publication Year</u>
BRAND OPTIMIZATION	2513515	2001
A BRAND OPTIMIZATION MORE OR LESS BOOK	75752853	2002
CREATE EDUCATE CULTIVATE w/design element	75/783647 (2511030)	2000

WHEREAS, Publicis, Inc., a corporation organized and existing under the laws of the State of New York (hereinafter "Assignee"), wishes to acquire the Marks and the registration thereof.

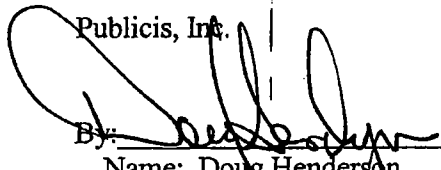
THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign unto the Assignee all of the Assignor's right, title and interest in and to the Marks and the registration thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of the Marks and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the 15th day of December 2005.

D'Arcy Masius Benton & Bowles, Inc.

By: 
Name: Sondra J. Thorson
Title: Assistant Secretary

Publicis, Inc.

By: 
Name: Doug Henderson
Title: President