

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
ZENITH MEDIA SERVICES, INC.		05/21/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	ZENITH OPTIMEDIA GROUP LIMITED
Street Address:	Pembroke Building, Kensington Village,
Internal Address:	Avonmore Road
City:	London
State/Country:	UNITED KINGDOM
Postal Code:	W14 8DG
Entity Type:	LIMITED COMPANY: UNITED KINGDOM

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1943149	ZENITHMEDIA

CORRESPONDENCE DATA

Fax Number: (212)813-5901
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-813-5900
 Email: anicolescu@fzlz.com
 Correspondent Name: SUSAN UPTON DOUGLASS
 Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.
 Address Line 2: 866 UNITED NATIONS PLAZA
 Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	ZMSI 01/08410
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DOMESTIC REPRESENTATIVE

Name:

CH \$40.00 1943149

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Susan Upton Douglass

Signature:

/anca nicolescu/

Date:

05/30/2007

Total Attachments: 1

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ASSIGNMENT

WHEREAS, ZENITH MEDIA SERVICES, INC., a corporation organized and existing under the laws of the State of Delaware, with offices at c/o Saatchi and Saatchi Holdings (USA), Inc., 375 Hudson Street, New York, New York 10014 ("**Assignor**"), is the owner of the following trademark now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
ZENITHMEDIA	1,943,149	December 19, 1995

and WHEREAS, ZENITH OPTIMEDIA GROUP LIMITED, a limited company organized and existing under the laws of the United Kingdom, with offices at Pembroke Building, Kensington Village, Avonmore Road, London W14 8DG, United Kingdom ("**Assignee**"), is desirous of acquiring said registered trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark, together with the goodwill of the business symbolized by said trademark and the above-named registration therefor, and with all claims arising out of or relating to the use or ownership of said trademark.

ZENITH MEDIA SERVICES, INC.

By:  _____

Name: Mark Himecovich

Title: CFO

Date of Signature: 5/21/07