

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
Omnicom Holdings Inc.		09/17/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	M/A/R/C Inc.		
Street Address:	7850 North Belt Line Road		
City:	Irving		
State/Country:	TEXAS		
Postal Code:	75063		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2590216	TARGETBASE	
Registration Number:	2603292	TARGETBASE	
Registration Number:	2787311	PROXIMITY	
Registration Number:	2983519	TARGETBASE PROXIMITY	
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		
Correspondent Name:	Jeffrey C. Katz		
Address Line 1:	1740 Broadway		
Address Line 2:	c/o Davis & Gilbert LLP		
Address Line 4:	New York, NEW YORK 11769		
ATTORNEY DOCKET NUMBER:	5346-785-2		
NAME OF SUBMITTER:	Jeffrey C. Katz		

CH \$115.00 2590216

Signature:

/jeffrey c. katz/

Date:

10/03/2007

Total Attachments: 1
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ASSIGNMENT

WHEREAS, Omnicom Holdings Inc., a corporation of the State of Delaware (hereinafter "Assignor"), is the owner of the marks listed on the attached Schedule A which are registered in the United States Patent and Trademark Office;

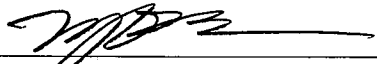
WHEREAS, M/A/R/C Inc., a corporation of the State of Texas (hereinafter "Assignee"), located at 7850 North Belt Line Road, Irving, TX 75063, is desirous of acquiring said marks and said registrations thereof.

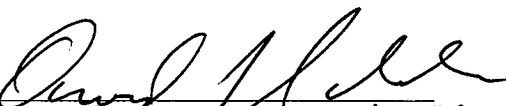
THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said marks or injury to said goodwill, 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 17 day of September 2007.

Omicom Holdings Inc.

M/A/R/C Inc.

By: 
Name: Michael J. O'Brien
Title: Secretary

By: 
Name: DAVID J. SCHOLES
Title: President + CEO