

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
Primo Angeli, Inc.		04/01/2008	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	WPP Properties		
Composed Of:	COMPOSED OF Young & Rubicam Inc. a Delaware Corporation, and Y&R Properties Holding One LLC, a Delaware limited liability company		
Street Address:	1001 Front Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94111		
Entity Type:	PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1629405	PRIMO ANGELI	
CORRESPONDENCE DATA			
Fax Number:	(212)974-6924		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-468-4823		
Email:	jkatz@dglaw.com		
Correspondent Name:	Jeffrey C. Katz		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	03023-0461		
NAME OF SUBMITTER:	Jeffrey C. Katz		
Signature:	/jeffrey c. katz/		

CH \$40.00 1629405

Date:

05/05/2008

Total Attachments: 2

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ASSIGNMENT

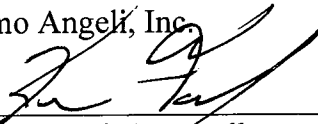
WHEREAS, Primo Angeli, Inc., a corporation in the State of California (hereinafter "Assignor"), is the owner of the mark PRIMO ANGELI which is registered in United States Patent and Trademark Office under Reg. No. 1629405; and

WHEREAS, WPP Properties, a partnership, comprised of two general partners, Young & Rubicam Inc. a Delaware corporation, and Y&R Properties Holding One LLC, a Delaware limited liability company, of the State of Delaware, located at 1001 Front Street, San Francisco, California 94111 (hereinafter "Assignee"), is desirous of acquiring said mark and said registration thereof.

THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the registrations thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said mark 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 1st day of April 2008.

Primo Angeli, Inc.



Name: Kevin Farewell

Title: Vice President and Secretary

WPP Properties

Name:

Title:

TRADEMARK

REEL: 003771 FRAME: 0598

ASSIGNMENT

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Primo Angeli, Inc.

WPP Properties

Name:
Title:

Shahram Alami

Name: Shahram Alami
Title: Vice President and Secretary