

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
Leo Burnett Company, Inc.		02/06/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Starcom MediaVest Group, Inc.		
Street Address:	35 West Wacker Drive		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2222195	STARCOM	
CORRESPONDENCE DATA			
Fax Number:	(312)698-2123		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	david.j.davis@bakernet.com, colleen.m.brennan@bakernet.com		
Correspondent Name:	David J. Davis		
Address Line 1:	130 E. Randolph Dr.		
Address Line 2:	One Prudential Plaza, Suite 3500		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	22170994-050225		
NAME OF SUBMITTER:	David J. Davis		
Signature:	/david j. davis/		
Date:	02/09/2009		

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Total Attachments: 2

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UNITED STATES

DEED OF ASSIGNMENT

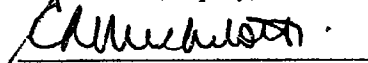
WHEREAS, Leo Burnett Company, Inc., located at 35 West Wacker Drive, Chicago, Illinois 60601, has adopted, used and is using the trademark shown on Schedule A hereto (hereinafter called "the trademark") and

WHEREAS Starcom MediaVest Group, Inc., located at 35 West Wacker Drive, Chicago, Illinois 60601, is desirous of acquiring the trademark and all common law rights therein;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Leo Burnett Company, Inc. hereby assigns to Starcom MediaVest Group, Inc. all right, title and interest in and to the trademark including all common law rights therein together with the goodwill of the business symbolized by the trademark.

DATED: 2/6/09

Leo Burnett Company, Inc.



Name: Carla Michelotti

Title: Executive Vice President, General Counsel

2/6/09
Approved [Signature]

UNITED STATES

SCHEDULE

TRADEMARK

REG. NO.

1. STARCOM

2222195

CHIDMS1/2681727.1

RECORDED: 02/09/2009

TRADEMARK
REEL: 003931 FRAME: 0973