

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	U.S. Registration No. 2,714,780		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mindshare Media Worldwide Limited		01/01/2009	CORPORATION: UNITED KINGDOM
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:	2714780	MINDSHARE	
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, jwatson@dglaw.com, chinton@dglaw.com, trademarks@dglaw.com		
Correspondent Name:	Jeffrey C. Katz		
Address Line 1:	Davis & Gilbert		
Address Line 2:	1740 Broadway		
Address Line 4:	New york, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	3023-461-0 (ASSIGNMT)		
NAME OF SUBMITTER:	Jeffrey C. Katz		

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 REEL: 003985 FRAME: 0338

Signature:	/Jeffrey C. Katz/
Date:	05/11/2009
Total Attachments: 2 source=mindshare TM Assignment#page1.tif source=mindshare TM Assignment#page2.tif	

ASSIGNMENT

WHEREAS, Mindshare Media Worldwide Limited, a United Kingdom corporation, located at 27 Farm Street, London, England W1X 6RD (hereinafter "Assignor"), is the owner of the service mark listed below which is registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
MINDSHARE	2,714,780	May 13, 2003

WHEREAS, WPP Properties, a Delaware Partnership, having an office at 1001 Front Street, San Francisco, California 94111 U.S.A. (hereinafter "Assignee"), is desirous of acquiring said trademark 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 registration 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 effective as of the 1st day of January, 2009

Mindshare Media Worldwide Limited

WPP Properties

Signed: _____



Printed Name: ANDREA HARRIS

Title: ON BEHALF OF

WPP GROUP (NOMINEES)
HTD. - COMPANY SECRETARY

Signed _____

Printed Name: _____

Title: _____

ASSIGNMENT

WHEREAS, Mindshare Media Worldwide Limited, a United Kingdom corporation, located at 27 Farm Street, London, England W1X 6RD (hereinafter "Assignor"), is the owner of the service mark listed below which is registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
MINDSHARE	2,714,780	May 13, 2003

WHEREAS, WPP Properties, a Delaware Partnership, having an office at 1001 Front Street, San Francisco, California 94111 U.S.A. (hereinafter "Assignee"), is desirous of acquiring said trademark 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 registration 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 effective as of the 1st day of January, 2009

Mindshare Media Worldwide Limited

WPP Properties

Signed: _____

Signed  _____

Printed Name: _____

Printed Name: Kevin Farlow

Title: _____

Title: SECRETARY