

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Interpublic Group of Companies, Inc.		08/13/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Analyticl, a division of DraftFCB, Inc.		
<b>Street Address:</b>	633 North St. Clair		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60611		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2923559	ANALYTICI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(215)656-2498		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(215)656-2458		
<b>Email:</b>	pto.phil@dlapiper.com		
<b>Correspondent Name:</b>	IP Group of DLA Piper LLP (US)		
<b>Address Line 1:</b>	1650 Market Street, Suite 4900		
<b>Address Line 2:</b>	One Liberty Place		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19103		
<b>NAME OF SUBMITTER:</b>	William L. Bartow		
<b>Signature:</b>	/william l. bartow/		
<b>Date:</b>	09/29/2009		

CH \$40.00 2923559

**Total Attachments: 3**

source=Analytical Domain Name Assignment#page1.tif

source=Analytical Domain Name Assignment#page2.tif

source=Analytical Domain Name Assignment#page3.tif

**TRADEMARK AND DOMAIN NAME ASSIGNMENT**

WHEREAS, The Interpublic Group of Companies, Inc. ("Assignor"), a Delaware corporation, having a place of business at 1114 Avenue of the Americas, New York, New York 10036, has adopted and owns: (i) the trademarks listed on Exhibit A attached hereto ("Marks"); and (ii) the internet domain names listed on Exhibit B (collectively, the "Domain Names");

WHEREAS, AnalyticI, a division of DraftFCB, Inc. ("Assignee"), a wholly owned subsidiary of True North Communications, Inc., which is a wholly owned subsidiary of Assignor, is a Delaware Corporation, having a place of business at 633 North St. Clair, Chicago, Illinois 60611, desires to acquire the entire right, title and interest in and to the Marks and the corresponding registrations, and the Domain Names; and

WHEREAS, Assignor agrees to assign and transfer to Assignee the Marks and the corresponding registrations, and the Domain Names, together with the goodwill in the business symbolized by the Marks and the Domain Names, and Assignee agrees to accept such assignment and transfer, and acquire the Marks and the Domain Names, all in accordance with the terms of this Trademark and Domain Name Assignment, which is dated, and effective, as of August 14, 2009;

NOW THEREFORE, in consideration of the mutual covenants set forth herein, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby:

1. assign and transfer to Assignee all right, title and interest in and to the Marks and the Domain Names, together with the goodwill in the business symbolized by the Marks and the registrations thereof, as evidenced by the registration certificates, the originals of which are being simultaneously transferred upon execution of this Assignment;
2. agree to perform all reasonable and proper acts, including without limitation, recordation of the trademark assignment agreed to herein, at the reasonable request and sole expense of Assignee, which Assignee may require in order to vest in Assignee all of Assignor's right, title and interest in and to the Marks and the registrations thereof and the Domain Names.

The Interpublic Group of Companies, Inc.

By: 

Its: VICE PRESIDENT, IHSOZ. CO.

Sworn to before me this 12<sup>th</sup> day of August, 2009

  
Notary Public

**DANA EDWARDS**  
Notary Public, State of New York  
No. 02ED6029481  
Qualified in Westchester County  
Commission Expires August 16, 2009

**EXHIBIT A**  
**Trademark Registrations**

1. ANALYTICI, registered in the U.S. on the Principal Register of the United States Patent and Trademark Office, on February 1, 2005, in International Classes 35 and 42, Registration No. 2,923,559;
2. ANALYTICI, registered in Australia with the Australian Trade Marks Office, on July 3, 2001, in International Class 35, Registration No. 857887;
3. ANALYTICI, registered in Brazil, in the Brazilian Patent and Trademark Office, on July 10, 2007, in International Class 35, Registration No. 823407179;
4. ANALYTICI, registered in Canada with the Canadian Intellectual Property Office, Registrar of Trade-marks, on October 24, 2002, in International Class 35, Registration No. TMA569,570;
5. ANALYTICI, registered in France with the French Trade Marks Office, on November 21, 2000, in International Class 35, Registration No., 003065767;
6. ANALYTICI, registered in Germany with the German Patent and Trademark Office, as of May 22, 2000, in International Class 35, Registration No. 300 85 629;
7. ANALYTICI, registered in Malaysia with the Intellectual Property Corporation of Malaysia, as of May 22, 2000, in International Class 35, Registration No. 00016648;
8. ANALYTICI, registered in Mexico with the Mexican Institute of Industrial Property as of November 30, 2001, in International Class 35, Registration No. 725508;
9. ANALYTICI, registered in Spain in the Spanish Patent and Trademark Office, on November 21, 2000, in International Class 35, Registration No. 2359071;
10. ANALYTICI, registered in the United Kingdom with the U.K. Trade Marks Registry, on November 22, 2000, in International Class 35, Registration No.2253617

**EXHIBIT B**  
**Internet Domain Name Registrations**

ANALYTICI.COM

ANALYTICI.NET

ANALYTICEYE.COM

ANALYTICEYE.NET

ANALYTICINTERACTIVE.COM

ANALYTICINTERACTIVE.NET

ANALYTICALI.COM

ANALYTICALI.NET