

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
Saatchi & Saatchi North America, Inc.		11/16/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Zenith Optimedia Group Limited		
Street Address:	Pembroke Building, Kensington Village		
Internal Address:	Avonmore Road		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	W14 8DG		
Entity Type:	Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2728974	THE PROGRAM EXCHANGE	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	anicolescu@fzlz.com		
Correspondent Name:	SUSAN UPTON DOUGLASS		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	ZOGL 0604917		
DOMESTIC REPRESENTATIVE			
Name:			

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**TRADEMARK
 REEL: 004111 FRAME: 0121**

Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Susan Upton Douglass
Signature:	/anca nicolescu/
Date:	12/09/2009
Total Attachments: 1 source=Executed Assignment to Zenith Optimedia (F0552455)#page1.tif	

ASSIGNMENT

WHEREAS, Saatchi & Saatchi North America, Inc., a corporation organized and existing under the laws of Delaware, located at 375 Hudson Street, New York, NY 10014, United States ("Assignor"), is the owner of the following trademark (hereinafter, the "Trademark");

TRADEMARK	Registration No.
THE PROGRAM EXCHANGE	2728974

WHEREAS, Zenith Optimedia Group Limited, a limited company organized under the laws of the United Kingdom, located at Pembroke Building, Kensington Village, Avonmore Road, London W14 8DG, United Kingdom ("Assignee"), is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

Saatchi & Saatchi North America, Inc.

By: 

Name: Heidi Young

Title: EVP

Date of Signature: 11/16/09

SUD/lpa

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