

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
M/A/R/C Inc.		01/01/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	BBDO Worldwide Inc.		
Street Address:	1285 Avenue of the Americas		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2787311	PROXIMITY	
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		
Correspondent Name:	Jeffrey C. Katz		
Address Line 1:	Davis & Gilbert LLP, 1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	05332-785-14 (ASSIGN CJH)		
NAME OF SUBMITTER:	Jeffrey C. Katz		
Signature:	/Jeffrey C. Katz/		
Date:	05/20/2010		

CH \$40.00 2787311

Total Attachments: 1

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WHEREAS, M/A/R/C Inc., a Delaware corporation, having offices at 7850 North Belt Line Road, Irving, Texas 75063 (hereinafter "Assignor"), has adopted, used and was using the 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>
PROXIMITY	2,787,311	November 25, 2003

WHEREAS, BBDO Worldwide Inc., a New York corporation, having offices at 1285 Avenue of the Americas New York, New York 10019 (hereinafter "Assignee"), was desirous of acquiring said mark and said registration thereof;

WHEREAS, the parties intend to confirm that effective **January 1, 2010** Assignor assigned unto Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the above-identified registration thereof, and all rights to damages or profits due or accrued arising out of past infringement of the 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 **January 1, 2010**.

May 17, 2010

M/A/R/C Inc.

By: 

Name: Dean M. Pilkington

Title: In-House Counsel

May 18, 2010

BBDO Worldwide Inc.

By: 

Name: Daniel C. Williams

Title: GC/Secretary