

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/12/2011		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Diversified Mercury Communications Holding Company, LLC		12/15/2011
			LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Diversified Mercury Communications, LLC		
Street Address:	520 Broadway		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90401		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3905983	THE PERFORMANCE AGENCY
CORRESPONDENCE DATA			
Fax Number:	(415)591-1400		
Phone:	415-591-6805		
Email:	keckhart@winston.com,trademarksSF@winston.com		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Correspondent Name:	Kimberly A. Eckhart		
Address Line 1:	101 California Street		
Address Line 2:	Suite 39		
Address Line 4:	San Francisco, CALIFORNIA 94111-5894		
ATTORNEY DOCKET NUMBER:	86014.00002		

NAME OF SUBMITTER:	Kimberly A. Eckhart
Signature:	/Kimberly A. Eckhart/
Date:	12/16/2011
Total Attachments: 2 source=Assignment of the Performance Agency to DMC#page1.tif source=Assignment of the Performance Agency to DMC#page2.tif	

ASSIGNMENT

WHEREAS, Diversified Mercury Communications Holding Company, LLC a Delaware Limited Liability Company having an address at 225 Cedar Hill Street, Marlboro, Massachusetts 01752 ("Diversified");

WHEREAS, Diversified Mercury Communications, LLC is a Delaware limited liability company having an address at 520 Broadway, Santa Monica, California ("DMC");

WHEREAS, Diversified is the owner of all rights, title and interest in and to the trademark THE PERFORMANCE AGENCY (the "Mark") for "advertising, promotion and marketing consulting services," including U.S. trademark registration number 3,905,983 (the "Registration");

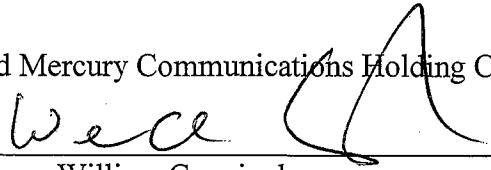
WHEREAS, Diversified wishes to assign all rights, title and interest in and to the Mark and Registration to DMC and DMC wishes to accept such assignment;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Diversified does hereby assign and transfer to DMC *nunc pro tunc* as of January 12, 2011, all right, title and interest in and to the Mark and Registration together with the accompanying goodwill, all foreign and U.S. pending applications for the Mark, all foreign and common law rights in and to the Mark, the right to register, renew, protect and defend the Mark, and all income, royalties and damages hereafter due or payable to Diversified with respect to the Mark, including without limitation damages and claims for past, current, and future violations, infringements, or misappropriations of the Mark.

IN WITNESS WHEREOF, Diversified has caused this instrument to be executed as of
___ day of December 2011.

Diversified Mercury Communications Holding Company, LLC

By:



Name: William Cunningham

Title: Senior Vice President and Chief Financial Office

Signature Page to Trademark Assignment

RECORDED: 12/16/2011

TRADEMARK
REEL: 004681 FRAME: 0351