

## 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
WPP Properties		02/10/2012	PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Millward Brown UK Limited		
Street Address:	Olympus Avenue, Tachbrook Park		
City:	Warwick		
State/Country:	UNITED KINGDOM		
Postal Code:	CV346RJ		
Entity Type:	Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85048291	FIREFLY	
CORRESPONDENCE DATA			
Fax Number:	(212)468-4888		
Phone:	(212)468-4800		
Email:	jkatz@dglaw.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:	Jeffrey C. Katz		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	6440-106-995 (DM)		
DOMESTIC REPRESENTATIVE			
Name:	Jeffrey C. Katz		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		

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TRADEMARK

NAME OF SUBMITTER:	Jeffrey C. Katz
Signature:	/Jeffrey C. Katz/
Date:	02/13/2012
Total Attachments: 1 source=FIREFLY-85048291-ASSIGNMENT#page1.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, **WPP Properties**, a Delaware partnership, located at 100 Park Avenue, New York, New York 10017 (hereinafter "Assignor") is the owner of the mark and the trademark application listed below, which is pending in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
FIREFLY	85/048,291	May 26, 2010

WHEREAS, **Millward Brown UK Limited**, a Limited Company of the United Kingdom, located at Olympus Avenue, Tachbrook Park, Warwick, CV34 6RJ, United Kingdom (hereinafter "Assignee"), is desirous of acquiring said mark and said application thereof;


NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency 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, the application for the mark, and all rights to damages or profits, due or accrued, arising out of 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 February 10, 2012.

**WPP PROPERTIES**

**MILLWARD BROWN UK LIMITED**

By:   
Name: Kevin Farewell  
Title: Secretary

By:   
Name: Elizabeth Brownhill  
Title: Chief Financial Officer MB Europe