

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM313288

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Healthworld B.V.		07/31/2014	CORPORATION: NETHERLANDS

RECEIVING PARTY DATA

Name:	WPP Properties
Street Address:	100 Park Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10017
Entity Type:	PARTNERSHIP: DELAWARE
Composed Of:	<ul style="list-style-type: none"> • Young & Rubicam Inc., DELAWARE, CORPORATION • Y&R Properties Holding One LLC, DELAWARE, LIMITED LIABILITY COMPANY

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	1825404	HEALTHWORLD
Registration Number:	1825405	HEALTHWORLD COMMUNICATIONS
Registration Number:	2124270	HEALTHWORLD
Registration Number:	1896412	HEALTHWORLD

CORRESPONDENCE DATA

Fax Number: 2124684888
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

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:	008285-0014-027 (AGN JAC)
NAME OF SUBMITTER:	Jeffrey C. Katz
SIGNATURE:	/Jeffrey C. Katz/
DATE SIGNED:	08/07/2014

Total Attachments: 1

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ASSIGNMENT OF REGISTERED TRADEMARKS

WHEREAS, Healthworld B.V., a Netherlands corporation, located at Herengracht 268 1016 BW Amsterdam, Netherlands (hereinafter "Assignor") is the owner of the marks listed below (the "Marks") which are registered in the United States Patent and Trademark Office (the "Registrations"):

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
HEALTHWORLD	1825404	March 8, 1994
HEALTHWORLD COMMUNICATIONS	1825405	March 8, 1994
HEALTHWORLD	2124270	December 23, 1997
HEALTHWORLD & design	1896412	May 30, 1995

WHEREAS, WPP Properties, a Delaware Partnership (comprised of two general partners, Young & Rubicam Inc., a Delaware corporation, and Y&R Properties Holding One LLC, a Delaware limited liability company), having an address of 100 Park Avenue, New York, NY 10017, U.S.A., (hereinafter "Assignee") is desirous of acquiring said Marks and said Registrations thereof, and the goodwill of the business in connection therewith.

NOW, THEREFORE, the parties confirm that Assignor transfers and assigns unto Assignee all right, title and interest in and to said registrations, together with the goodwill of the business symbolized by the Marks, and the above-identified registrations thereof, and all rights to damages or profits due or accrued arising out of past infringement of the said Registrations 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 July 31, 2014.

Healthworld B.V.

By: 

Name:

Title:

Stuart Dixon
CEO GROUPM NA

WPP Properties

By: 

Name:

Title:

TOM LOBENE
TREASURER

TRADEMARK