

02-25-1999



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TRADEMARK
01698-T0003A SPM

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

MFR
2/2/99

Assignor	MGR Holdings, Co.
Reg. No. 1,802,264	Reg. Date Nov. 2, 1993
Service Mark	RETAIL MENU MARKETING
Reg. No. 1,817,076	Reg. Date Jan. 18, 1994
Service Mark	SLAM

Box Assignment
Assistant Commissioner for Patents
Washington, DC 20231

Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

1. Name of conveying party. MGR Holdings, Co.
2. Name and Address of Receiving Party. True North Communications Inc., 101 East Erie Street, Chicago, Illinois 60611-2812
3. Nature of Conveyance: Assignment. Execution Date: February 16, 1999.
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Stephen P. McNamara, Registration No., 32,745
Attorney for Registrants
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

02/24/1999 DNGUYEN 00000258 1802264

01 FC:481 40.00 OP
02 FC:482 25.00 OP

Mailing Certificate: I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Box Assignment, Commissioner for Patents and Trademarks, Washington, DC 20231.

February 18, 1999


Stephen P. McNamara

TRADEMARK
REEL: 1860 FRAME: 0242

5. Registration Nos:
U.S. Trademark Reg. No. 1,802,264
U.S. Trademark Reg. No. 1,817,076
6. Total Number of Registrations Involved: 2.
7. Total Fee (37 CFR 3.41). \$65.00 due..
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 3. To the best of my knowledge and belief, the foregoing information is true and correct.

Respectfully submitted,



Stephen P. McNamara, Registration No., 32,745
Attorneys for Applicant
ST. ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

Assignment

WHEREAS, MGR Holdings, Co., having offices located at 101 East Erie Street, Chicago, Illinois 60611; (hereinafter referred to as ASSIGNOR) is the owner of the following trademarks and registrations thereof:

(1) RETAIL MENU MARKETING, U.S. Trademark Reg. No. 1,802,264, registered Nov. 2, 1993;

(2) SLAM, U.S. Trademark Reg. No. 1,817,076, registered Jan. 18, 1994

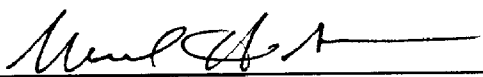
which are referred to herein as the TRADEMARKS;

WHEREAS, True North Communications Inc., a Delaware Corporation, having offices at 101 East Erie Street, Chicago, Illinois 60611-2812 (hereinafter referred to as ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trade name and trademark as set forth hereinabove;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, all rights, title and interest in and to the said TRADEMARKS as set forth hereinabove, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business connected with the use of and symbolized by the TRADEMARKS.

Dated this 16th February, 1999.

MGR Holdings, Co.

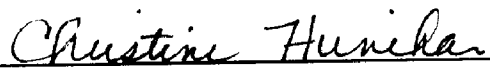
By 
Michael Goodman
Its CEO

CHRISTINE HUNIHAN
NOTARY PUBLIC
MY COMMISSION EXPIRES JAN. 31, 2002

STATE OF CONNECTICUT
COUNTY OF FAIRFIELD

: ss. Fairfield
:

On this 16 day of February, 1999, before me personally came MICHAEL GOODMAN, the CEO of MGR Holdings, Co., to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.


Notary Public