

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Office

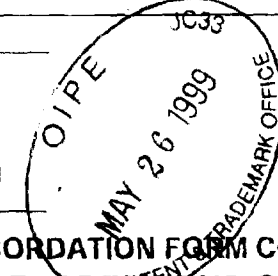
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MRD
5.26.99

RECORDATION FORM COV.
TRADEMARKS ONLY



101129180



TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year _____
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name Barr Benedett Group LLC

11 25 98

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association

Other Limited Liability Corporation

Citizenship/State of Incorporation/Organization Connecticut

Receiving Party

Mark if additional names of receiving parties attached

Name True North Communications

DBA/AKA/TA _____

Composed of _____

Address (line 1) 101 E. Erie Street

Address (line 2) _____

Address (line 3) Chicago

City

IL/USA

State/Country

60611-2897

Zip Code

- Individual General Partnership Limited Partnership

Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Delaware

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

65E

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FOR OFFICE USE ONLY

01 FC:481
02 FC:482

40.00 OP
25.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

FORM PTO-1618B
Expires 06/30/99
Qtd. 05/31/99

Page 2

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property)

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75532707"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,259,610"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Jeffrey E. Michel

Name of Person Signing

Signature

7/28/99

Date Signed

MEMORANDUM OF TRADEMARK APPLICATION ASSIGNMENT

WHEREAS, Barr Benedett Group, LLC ("ASSIGNOR") and True North Communications, Inc. ("ASSIGNEE") are parties to that certain Asset Purchase Agreement dated November 25, 1998, whereby, among other things, ASSIGNOR assigned to ASSIGNEE all of its right, title and interest in and to the stylized mark, BBG ("MARK"), together with the goodwill symbolized thereby and associated therewith;

NOW THEREFORE, this memorandum of Trademark Application Assignment memorializes that, effective November 1, 1998, ASSIGNOR also has assigned to ASSIGNEE all right, title and interest in and to its United States Trademark Application Serial Number 75532707 for the MARK

ASSIGNOR

By: *Kathryn A. Benedett*
Kathryn A. Benedett, Member

APPLICATION NUMBER: 75532707
MARK: BBG (STYLIZED)
APPLICANT: BARR BENEDETT GROUP LLC

REG. NUMBER: 2,259,610
SERIAL NUMBER: 75/532842
MARK: BBG
APPLICANT: BARR BENEDETT GROUP LLC
DATE REG: JULY 6, 1999

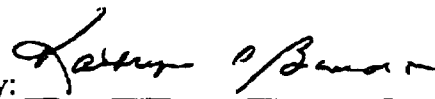
MEMORANDUM OF TRADEMARK REGISTRATION ASSIGNMENT

WHEREAS, Barr Benedett Group, LLC ("ASSIGNOR") and True North Communications Inc. ("ASSIGNEE") are parties to that certain Asset Purchase Agreement dated November 25, 1998, whereby, among other things, ASSIGNOR assigned to ASSIGNEE all of its right, title and interest in and to the mark, BBG ("MARK"), together with the goodwill symbolized thereby and associated therewith:

NOW THEREFORE, this memorandum of Trademark Application Assignment memorializes that, effective November 1, 1998, ASSIGNOR also has assigned to ASSIGNEE all right, title and interest in and to its United States Trademark Application, which subsequently matured to registration, Registration Number 2,259,610 (Serial Number 75-532,842) for the MARK.

ASSIGNOR

By:



Kathryn A. Benedett, Member