

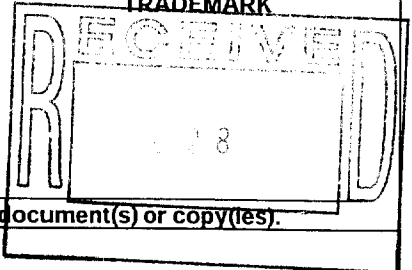
08-03-1999

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



101106802

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



RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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

Submission Type **7-28-99**

- 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

Name Barr Benedett Group LLC

Execution Date
Month Day Year
11 25 1998

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 Inc.

DBA/KA/TA _____

Composed of _____

Address (line 1) 101 E. Erie Street

Address (line 2) _____

Address (line 3) Chicago IL/USA 60611-2897

City

State/Country

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.)

08/02/1999 MTHAI1 00000178 500994 75532707

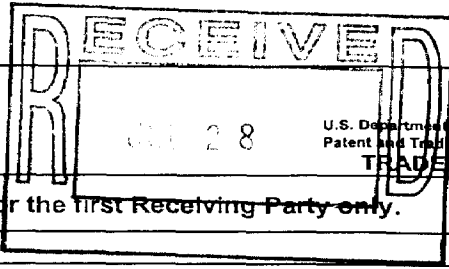
FOR OFFICE USE ONLY

01 FC:401 40.00 CH
02 FC:402 25.00 CH

65E

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



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 312-425-6568

Name Jeffrey E. Michel
Address (line 1) True North Communications Inc.
Address (line 2) 101 E. Erie Street
Address (line 3) Chicago, IL 60611-2897
Address (line 4) _____

Pages Enter the total number of pages of the attached conveyance document including any attachments. # 3

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)		
<u>75532707</u>	_____	_____	<u>2,259,610</u>	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Number of Properties Enter the total number of properties involved. # 2

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$ 65.00

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: # 50-0994

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

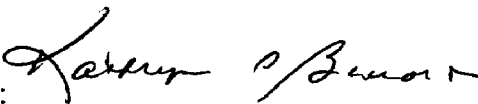
REG. NUMBER: 2,259,610
SERIAL NUMBER: 75/532842
MARK: BBG
APPLICANT: BARR BENEDETT GROUP LLC
DATE REG: JULY 6, 1999

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

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, Member

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