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10-12-1999



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### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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#### 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

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship/State of Incorporation/Organization

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Name

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**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name Timothy D. Pecsénye, Esquire c/o Blank Rome Comisky & McCauley LLP

Address (line 1) One Logan Square

Address (line 2) Philadelphia, PA 19103

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number (215) 569-5619

Name same as above

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. #

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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)**

Three empty boxes for Trademark Application Number(s).

Registration Number(s) with entries: 2,136,750; 2,196,958; and an empty box.

**Number of Properties**

Enter the total number of properties involved. # 2

**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.

Michael Smith

Name of Person Signing

*Michael Smith*

Signature

10/1/99

Date Signed

ASSIGNMENT OF SERVICE MARKS AND  
SERVICE MARK REGISTRATIONS

This Agreement is made on the 4th day of January, 1999, between Tierney & Partners, Inc., a Pennsylvania corporation, with an address at 200 South Broad Street, Philadelphia, PA 19102 ("ASSIGNOR"), and True North Communications Inc., a Delaware corporation, with an address at 101 East Erie Street, Chicago, IL 60611 ("ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used and is using the service marks listed in Appendix A for which it owns federal registrations in the United States Patent and Trademark Office;

WHEREAS, ASSIGNEE is desirous of acquiring said service marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE its successors and assigns, all its right, title, and interest in and to said marks, together with the goodwill of the business symbolized by and associated with said service marks and service mark registrations thereof.

IN TESTIMONY WHEREOF, ASSIGNOR has executed this Assignment by a duly authorized officer.

TIERNEY AND PARTNERS, INC.

Dated: 9/28/99

By: Dale F. Perona  
Dale F. Perona  
Vice President

State of Illinois

) ss:

County of Cook

On this 28th day of September, before me appeared  
Dale F. Perona, the person who signed  
this instrument, who acknowledged that he signed it as a free act  
on behalf of Tierney & Partners, Inc..

[Signature]  
Notary Public

My Commission Expires: 5/13/01



APPENDIX A

REGISTRATIONS

Service Mark	Registration Number	Registration Date
THE TIERNEY GROUP STRATEGIC COMMUNICATIONS	2,136,750	February 17, 1998
THE TIERNEY GROUP	2,196,958	October 20, 1998

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