

10-25-2000



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Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

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Change of Name

Other

Effective Date
Month Day Year

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Name Execution Date
Month Day Year

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

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Name

DBA/AKA/TA

Composed of

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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.)

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Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75653851"/>	<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"/>
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Jennifer E. Berner

Name of Person Signing

Jennifer E. Berner

Signature

9/6/00

Date Signed

TRADEMARK ASSIGNMENT

WHEREAS, Applicant, FCB Worldwide, L.L.C., a wholly owned subsidiary of True North Communications, Inc., formerly known as Foote, Cone and Belding Worldwide, L.L.C. ("FCB"), a Delaware corporation, with a place of business located at 101 East Erie Street, Chicago, Illinois 60611-2897, has acquired an application, Serial No. 75/653,851, with the United States Patent and Trademark Office to register the mark **POWERTEST** for services in International Class 35 ("the Mark");

WHEREAS, FCB acquired the Mark and the above-identified pending application Serial No. 75/653,851 by assignment from the original applicant, Robert C. Hacker on 7/28/99, reel/frame 001937/0604;

WHEREAS, True North Communications Inc., a Delaware Corporation, located and doing business at 101 East Erie Street, Chicago, Illinois 60611 ("assignee"), is desirous of acquiring the Mark and the above-identified pending application Serial No. 75/653,851, for its use; and

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, FCB Worldwide, L.L.C., does hereby assign to said True North Communications, Inc., all right, title and interest in and to the mark **POWERTEST**, application Serial No. 75/653,851, and the goodwill of the business symbolized thereby, and the right to use and recover damages and profits for past infringement, if any.



Signature

VP

Title

August 30, 2000

Date

62197.1