

09-27-2001

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
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T U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

TN Media, Inc.

09/21/01

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State - Delaware
- Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: The Interpublic Group of Companies, Inc.

Internal Address: _____

Street Address: 1271 Avenue of the Americas
44th floor
City: New York State: NY Zip: 10020

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Delaware
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other _____

Execution Date: August 8, 2001

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2448097

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: James R. Guerette

Internal Address: _____

Street Address: Loeb & Loeb LLP
345 Park Avenue, 18th Floor

City: New York State: NY Zip: 10154

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

James R. Guerette

Name of Person Signing

James R. Guerette
Signature

9/21/01

Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002374 FRAME: 0693

ASSIGNMENT OF TRADEMARK

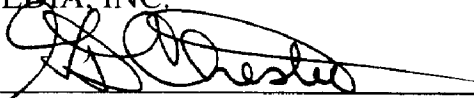
WHEREAS, TN Media, Inc., a Delaware Corporation, (the "Assignor") is the owner of all right, title, and interest in and to the trademark identified in Schedule A attached hereto (hereinafter the "Mark") including, without limitation, the registration identified on said Schedule A; and

WHEREAS, Assignor wishes to contribute and assign to an affiliated company, The Interpublic Group of Companies, Inc., a Delaware Corporation (the "Assignee") all of Assignor's right, title, and interest in and to the Mark and all related goodwill, together with the entire portion of the business to which the Mark pertains, and all related certificates of or applications for registration as well as the right to sue for any past infringement of the Mark, and Assignee wishes to accept contribution and assignment of the same.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers, assigns and delivers to Assignee, free and clear of all liens, claims and encumbrances, all of its right, title and interest in and to the Mark and the goodwill of the business symbolized thereby, together with the entire portion of the business to which the Mark pertains, and all related certificates of or applications for registration as well as any and all causes of action for past infringement of the Mark.

This Assignment of Trademark is made effective as of the 8th day of August, 2001.

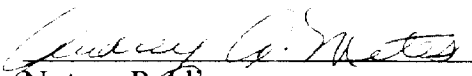
TN MEDIA, INC.

By: 

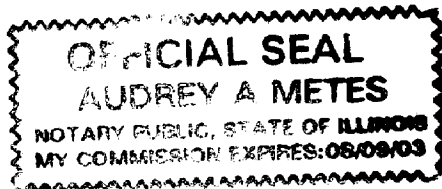
Name: Gary Chester

Title: Vice President

SUBSCRIBED and SWORN to before me this 8th day of August, 2001.


Notary Public

My Commission Expires: 8-9-03



SCHEDULE A

<u>Mark</u>	<u>Reg. No.</u>	<u>Serial No.</u>	<u>Goods and Services</u>
OPTICOM	2448097	75/457674	Class 35: Advertising services, namely, buying advertising time and space and placing advertisements for others in broadcast, on-line and publication media; market research and conducting business and market research surveys