

10-16-2001



Form PTO-1594 RI
(Rev. 03/01)
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Tab settings

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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): **10-4-01**
Bozell Group, L.L.C.
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other Del. Limited Liability Company
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: True North Communications, Inc.
Internal
Address: _____
Street Address: 101 East Erie Street
City: Chicago State: IL Zip: 60611
 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____ **007-4**
 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: September 5, 2001

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)

B. Trademark Registration No.(s)
2,176,933 2,264,112
2,196,319 2,114,805

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: James R. Guerette, Esq.
Internal Address: _____
Street Address: Loeb & Loeb LLP
345 Park Avenue, 18th Floor
New York State: NY Zip: 10154
City: _____

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41).....\$ 115.00
 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

10/4/01
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: 002382 FRAME: 0704

ASSIGNMENT OF TRADEMARKS

WHEREAS, Bozell Group, L.L.C., a Delaware Limited Liability Company (the "Assignor") is the owner of all right, title, and interest in and to the trademarks identified in Schedule A attached hereto (collectively, hereinafter the "Marks") including, without limitation, the registrations and applications identified on said Schedule A; and

WHEREAS, Assignor wishes to contribute and assign to an affiliated company, True North Communications Inc., a Delaware Corporation (the "Assignee") all of Assignor's right, title, and interest in and to the Marks and all related goodwill, together with the entire portion of the business to which the Marks pertain, and all related certificates of or applications for registration as well as the right to sue for any past infringement of the Marks, 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 Marks and the goodwill of the business symbolized thereby, together with the entire portion of the business to which the Marks pertain, and all related certificates of or applications for registration as well as any and all causes of action for past infringement of the Marks.

This Assignment of Trademarks is made effective as of the 5th day of September, 2001.

BOZELL GROUP, L.L.C.

By: [Signature]

Name: GARY CHESTER

Title: VICE PRESIDENT

SUBSCRIBED and SWORN to before me this ___ day of _____, 2001.

Notary Public

My Commission Expires: _____

ACKNOWLEDGED:

TRUE NORTH COMMUNICATIONS INC.

By: _____

Name: _____

Title: _____

SCHEDULE A

<u>Mark</u>	<u>Reg. No.</u>	<u>Serial No.</u>	<u>Goods and Services</u>
REALTALK	2176933	75/347957	Class 35: Conducting comprehensive interactive opinion research on-line by means of a global computer network for business and advertising purposes
PULSEPOINT	2264112	75/347934	Class 35: Conducting market research to evaluate and monitor company, brand or service growth and value
REELIFE and Design	2196319	75/154821	Class 35: Conducting business and market research
REEL LIFE	2114805	75/123647	Class 35: Conducting business and market research

Commissioner of Patents and Trademarks

October 4, 2001

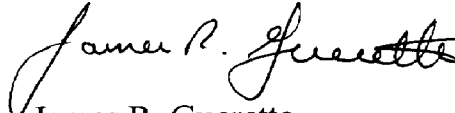
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Upon receipt of these documents, please record the assignment of the
aforementioned trademark registrations.

Please note that a Recordation Form Cover Sheet filed on August 31,
2001 previously recorded a merger of Bozell Group, Inc. into Bozell Group, L.L.C. in
connection with the above-referenced trademark registrations.

Should you have any questions regarding any of the foregoing, please
call me at the above-stated number.

Sincerely,



James R. Guerette

08534410002
NY204182.1

Enclosure

cc: Sandra Leib, Esq.