

6/7/02

06-13-2002



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Docket No.:

CPA1510/CPA1649

Tab settings

To the Honorable Commissioner of Pa

102120654

attached original documents or copy thereof.

1. Name of conveying party(ies):

Millward Brown International Plc



- Individual(s)
- General Partnership
- Corporation-State
- Other Corporation - United Kingdom

Additional names(s) of conveying party(ies)  Yes  No

2. Name and address of receiving party(ies):

Name: Millward Brown International Limited

Internal Address: Olympus Avenue, Tachbrook Park

Street Address: Warwick, England CV34 6RJ

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_
- Other Limited Company - United Kingdom

If assignee is not domiciled in the United States, a domestic designation is  Yes  N  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  N

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: March 20, 2001

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,688,050 ATP  
1,705,951 LINK

Additional numbers  Yes  No

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

Name: Ronald E. Shapiro

Internal Address: \_\_\_\_\_

Street Address: Vorys, Sater, Seymour and Pease LLP

1828 L Street, NW, Eleventh Floor

City: Washington, State: DC ZIP: 20036

6. Total number of applications and registrations involved:.....

2

7. Total fee (37 CFR 3.41):.....\$ \$65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

22-0585

DO NOT USE THIS SPACE

06/12/2002 TDIAZI 00000165 1688050

01 FC:481  
02 FC:482

40.00 OP  
25.00 OP

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.

Ronald E. Shapiro

Name of Person Signing

Signature

June 7, 2002

Date

4

Total number of pages including cover sheet, attachments, and

TRADEMARK

REEL: 002524 FRAME: 0196

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Millward Brown UK Limited  
 Mark: ATP  
 Registration No.: 1,688,050  
 Registration Date: May 19, 1992  
 International Class(es): 35

## DESIGNATION OF DOMESTIC REPRESENTATIVE

Honorable Commissioner for Trademarks  
 2900 Crystal Drive  
 Arlington, Virginia 22202-3513

Sir/Madam:

Unless otherwise indicated below, the above-identified registrant designates Vorys, Sater, Seymour and Pease LLP, 1828 L Street, N.W., Eleventh Floor, Washington, D.C. 20036-5109 as its representative on whom notices or process in proceedings affecting the above mark may be served.

\_\_\_\_\_ To designate a different representative, check here and provide the representative's name and address below:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

MILLWARD BROWN UK LIMITED

Date: 15 MARCH 2002

By: J. McDougall  
 Name: J. JEAN MCDUGALL  
 Title: GROUP DIRECTOR OF COMMUNICATIONS AND MARKETING

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Registrant: Millward Brown UK Ltd.  
 Mark: LINK  
 Registration No.: 1,705,951  
 Registration Date: August 4, 1992  
 International Class(es): 35

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Honorable Commissioner for Trademarks  
 2900 Crystal Drive  
 Arlington, Virginia 22202-3513

Sir/Madam:

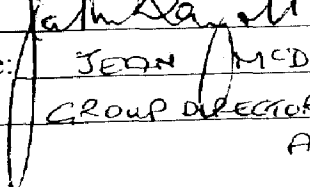
Unless otherwise indicated below, the above-identified registrant designates Vorys, Sater, Seymour and Pease LLP, 1828 L Street, N.W., Eleventh Floor, Washington, D.C. 20036-5109 as its representative on whom notices or process in proceedings affecting the above mark may be served.

\_\_\_\_\_ To designate a different representative, check here and provide the representative's name and address below:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

MILLWARD BROWN UK LTD.

Date: 7 MAY 2002

By:   
 Name: JEAN MCDUGALL  
 Title: GROUP DIRECTOR OF COMMUNICATIONS AND MARKETING



**CERTIFICATE OF INCORPORATION  
ON RE-REGISTRATION OF A PUBLIC COMPANY  
AS A PRIVATE COMPANY**

Company No. **1915514**

I hereby certify that

**MILLWARD BROWN INTERNATIONAL LIMITED**

formerly registered as a public company has this day  
been re-registered under the Companies Act 1985 as a  
private company, and that the company is limited

Given under my hand at Companies House, Cardiff the **20TH MARCH 2001**

A handwritten signature in cursive script, appearing to read 'R. Cero'.

An Authorised Officer