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J.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

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

1. Name of conveying party(ies): Campbell Mithun, LLC 7-18-02 222 South Ninth Street, Minneapolis, MN 55402

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

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: July 9, 2002

2. Name and address of receiving party(ies) The Interpublic Group of Companies, Inc.

Name: Internal Address:

Street Address: 1271 Avenue of the Americas 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

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

A. Trademark Application No.(s) 78/104904

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: Robert J. Driscoll, Esq.

Internal Address:

Street Address: Kay & Boose LLP

One Dag Hammarskjold Plaza

City: New York State: NY Zip: 10017

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

Robert J. Driscoll, Esq.

Name of Person Signing

Signature

(Signature)

July 18, 2002

Date

Total number of pages including cover sheet, attachments, and document: 2

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

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TRADEMARK REEL: 002549 FRAME: 0431

ASSIGNMENT OF SERVICE MARK

STATE OF NEW YORK)
)
COUNTY OF NEW YORK) ss.:

WHEREAS, Campbell Mithun, LLC, Inc. ("Assignor"), a corporation duly organized and existing under the laws of the State of Delaware, with its principal place of business at 222 South ninth Street, Minneapolis, Minnesota 55402, owns the trademark application listed below, which is pending before the United States Patent and Trademark Office:

<u>Service Mark</u>	<u>Registration No.</u>	<u>Filing Date</u>
CAMPBELL MITHUN B2B	78/104904	78/104904

WHEREAS, The Interpublic Group of Companies, Inc. ("Assignee"), a corporation duly organized and existing under the laws of the State of Delaware, with its principal place of business at 1271 Avenue of the Americas, 44th Floor, New York, New York 10020, desires to acquire said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell and transfer to said Assignee all rights, title and interest in and to the said mark together with the goodwill of the business symbolized by the mark and the registration thereof, effective as of 7/9/02.

Dated effective as of: 7/9/02.

CAMPBELL MITHUN LLC

Subscribed to and sworn to before me this 4th day of July, 2002

S. Beth Fallon

Notary Public

S. BETH FALLON
Notary Public, State of New York
No. 01FA5082121
Qualified in Queens County
Commission Expires July 21, 2005

Sean Orr
Name: SEAN ORR
Title: DIRECTOR

THE INTERPUBLIC GROUP OF
COMPANIES, INC.

Subscribed to and sworn to before me this 9th day of July, 2002

S. Beth Fallon

S. BETH FALLON
Notary Public, State of New York
No. 01FA5082121
Qualified in Queens County
Commission Expires July 21, 2005

Nicholas S. Camera
Name: NICHOLAS S. CAMERA
Title: SENIOR VICE PRESIDENT, GENERAL COUNSEL
AND SECRETARY