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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): Newspaper Services of America 3025 Highland Parkway, Suite 700 P.O. Box 7063, Downes Grove, Illinois [] Individual(s) [] Association 60515 [] General Partnership [] Limited Partnership [x] 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 City: New York State: NY Zip: 10020 [] Individual(s) citizenship [] Association [] General Partnership [] Limited Partnership [x] Corporation-State Delaware [] Other If assignee is not domiciled in the United States, 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: [x] Assignment [] Merger [] Security Agreement [] Change of Name [] Other Execution Date: September 17, 2002

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 76/392025 76/391824 B. Trademark Registration No.(s) Additional number(s) attached [] Yes [x] 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: 2 7. Total fee (37 CFR 3.41): \$ 65.00 [x] Enclosed [] Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature. Robert J. Driscoll, Esq. [Signature] September 25, 2002 Name of Person Signing Signature Date

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

09/27/2002 DBYRME 00000203 76392025 40.00 DP 25.00 DP

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

ASSIGNMENT OF TRADEMARK APPLICATION

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

WHEREAS, Newspaper Services of America. ("Assignor"), a corporation duly organized and existing under the laws of Delaware, with its principal place of business at 3025 Highland Parkway, Suite 700, P.O. Box 7063, Downes Grove, Illinois, has adopted, owns and is using the trademarks listed below, which are pending registration with the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
I-BUY	76/392025	April 3, 2002
I-ANALYZE	76/391824	April 3, 2002

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 marks 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 marks together with the goodwill of the business symbolized by the marks and the registrations thereof, effective as of September 17, 2002

NEWSPAPER SERVICES OF AMERICA

By: *Barbara S. Camera*
Name: BARBARA S CAMERA
Title: ASSISTANT SECRETARY
Date: 9/17/02

THE INTERPUBLIC GROUP OF COMPANIES, INC.

By: *Nicholas J. Camera*
Nicholas J. Camera, Senior Vice President/Secretary
Date: 9/17/02

Subscribed to and sworn before me
this 17th day of SEPTEMBER 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
TRADEMARK