

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)

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

Tab settings

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

1. Name of conveying party(ies):

Young & Rubicam L.P.

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

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

3. Nature of conveyance:

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

Execution Date: 10/31/2002

2. Name and address of receiving party(ies)

Name: Y&R Properties

Internal

Address:

Street Address: 1001 Front Street

City: San Francisco State: CA Zip: 94111

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

B. Trademark Registration No.(s)

see attached Schedule A

Additional number(s) attached Yes No

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

Name: Jeffrey C. Katz, Esq.

Internal Address: DAVIS & GILBERT LLP

Street Address: 1740 Broadway

City: New York State: NY Zip: 10019

6. Total number of applications and registrations involved:

7

7. Total fee (37 CFR 3.41) \$ 190.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

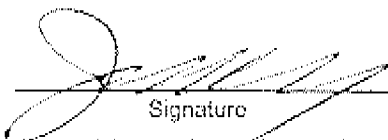
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DO NOT USE THIS SPACE

9. Signature:

Jeffrey C. Katz

Name of Person Signing



Signature

4/16/2003

Date

4

Total number of pages including cover sheet, assignments, and document

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

SCHEDULE A

<u>Trademark</u>	<u>Reg. No.</u>
TRADEWINDS (stylized)	0862436
SYNERGENICS (stylized)	1420394
INDIVISUALITY	1761635
BRANDASSET	1934401
RISKNET	2004764
INTERACTABILITY	2111273
PERCEPTION MANAGEMENT	2298380

ASSIGNMENT

WHEREAS, YOUNG & RUBICAM L.P., a Delaware limited partnership with a principal place of business at 285 Madison Avenue, New York, NY 10017 (hereinafter "Assignor"), is the owner of the marks listed in the attached Schedule "A" which are registered in the United States Patent and Trademark Office;

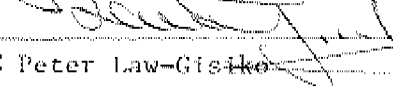
WHEREAS, Y&R PROPERTIES, a Delaware general partnership with a principal place of business at 1001 Front Street, San Francisco, CA 94111 (hereinafter "Assignee"), is desirous of acquiring said marks and said registrations thereof; and

THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations on the attached Schedule "A" and all rights to damages or profits, due or accrued, arising out of past infringement of said marks or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.


IN WITNESS WHEREOF, this Assignment has been executed effective as of October 31, 2002.

YOUNG & RUBICAM L.P.

By: YOUNG & RUBICAM INC.
Its General Partner

By: 
Name: Peter Law-Gisler
Title: CFO

Y&R PROPERTIES

By: 
Name: Shahram Alami
Title: Vice President