

01-22-2003

Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)

U.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):
Newspaper Services of America
3025 Highland Parkway
Suite 700, P.O. 7063, Downes Grove IL
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State **Delaware**
 Other

2. Name and address of receiving party(ies)
Name: **The Interpublic Group of Companies, Inc.**
Internal Address: **1.14.03**
Street Address: **1271 Avenue of the Americas**
City: **New York** State: **NY** Zip: **10020**

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

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

Execution Date: **January 13, 2003**

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

A. Trademark Application No.(s) _____
76/392026

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

January 14, 2003

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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FINANCE SECTION

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TRADEMARK
REEL: 002652 FRAME: 0876

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant/Assignee: The Interpublic Group of Companies, Inc.

Mark: **MEDIAMART** Law Office: 113

Serial No.: 76/392026 Examiner: Rebecca L. Gilbert, Esq.

Filing Date: April 3, 2002

**REVOCATION OF POWER OF ATTORNEY
AND APPOINTMENT OF NEW ATTORNEY**

To the Assistant Commissioner for Trademarks
Box AMENDMENT NO FEE
2900 Crystal Drive
Arlington, VA 22202-3513


Dear Examiner:

The Interpublic Group of Companies, Inc., owner¹ of the above-identified application revokes any and all previous Powers of Attorney filed in connection with said application and hereby appoints Kay & Boose LLP, and/or Nancy J. Felsten, Esq., and or Robert J. Driscoll, Esq., all members of the Bar of the State of New York, with offices at One Dag Hammarskjold Plaza, New York, New York 10017, as its attorneys, with full power of substitution and revocation, to transact all business in the Patent & Trademark Office in connection with said application.

Respectfully submitted,

THE INTERPUBLIC GROUP OF COMPANIES, INC.

Date: New York, New York
January 13, 2003

By: 
Nicholas J. Camera
Senior Vice President/ Secretary

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An Assignment of the application to The Interpubic Group of Companies, Inc. is currnetly in the process of being recorded by the Patent and Trademark Office. (Courtesy copy enclosed.)

30667-002/ 78762.1

TRADEMARK
REEL: 002652 FRAME: 0877

ASSIGNMENT OF SERVICE MARK APPLICATION

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

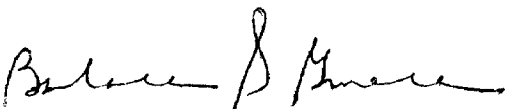
WHEREAS Newspaper Services of America ("Assignor"), a corporation duly organized and existing under the laws of Delaware, with its principal place of business at 3025 Highland Parkway, Suite 700 P.O. Box 7063, Downes Grove, IL 60515, has adopted, owns and is using the service mark listed below, which is pending registration with the United States Patent and Trademark Office:

<u>Service Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
MEDIAMART	76/392/026	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;

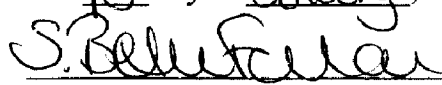
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell and transfer to said Assignee all rights, title and interest in and to the said marks together with the goodwill of the business symbolized by the marks and the registrations thereof, effective as of January 13, 2003.

NEWSPAPER SERVICES OF AMERICA

By: 
Name: Barbara S. Gmora
Title: Assistant Secretary
Date: 1/13/03

THE INTERPUBLIC GROUP OF COMPANIES, INC.

By: 
Nicholas J. Camera, Senior Vice President/Secretary
Date: 1/13/03

Subscribed to and sworn before me
this 13 day of January, 2003

Notary Public

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

30667-002/ 78762.1

RECORDED: 01/14/2003

TRADEMARK
REEL: 002652 FRAME: 0878