

03-24-2003



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INFORMATION FORM COVER SHEET
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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

RE

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
222 South Ninth Street
Minneapolis, MN 55402

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

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
- 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

3. Nature of conveyance:

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

Execution Date: October 29, 2002

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

A. Trademark Application No.(s) _____

78/078726

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).....\$ _____

- 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

Robert J. Driscoll

Signature

October 31, 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

11/13/2002 6TON11 00000105 78078726

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TRADEMARK
REEL: 002696 FRAME: 0997

ASSIGNMENT OF SERVICE MARK APPLICATION

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

WHEREAS Campbell Mithun LLC. ("Assignor"), a corporation duly organized and existing under the laws of Delaware, with its principal place of business at 222 South Ninth Street, Minneapolis, MN 55402, has adopted, owns and is using the service mark listed below, which are pending registration with the United States Patent and Trademark Office:

<u>Service Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
KIDCOM WORLDWIDE	78/078726	August 10, 2001

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 October 29, 2002.

CAMPBELL MITHUN LLC

By: *Sean Orr*
Name: Sean Orr
Title: Executive Vice President
Date: October 29, 2002

THE INTERPUBLIC GROUP OF
COMPANIES, INC.

By: *Nicholas J. Camera*
Nicholas J. Camera, Senior Vice President/Secretary
Date: October 29, 2002

Subscribed to and sworn before me
this 29th day of October, 2002

S. Beth Fallon

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

Notary Public

TRADEMARK