

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Interpublic Group of Companies, Inc.		12/08/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bozell & Jacobs, L.L.C.		
Street Address:	13801 FNB Parkway		
Internal Address:	Suite 400		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68154-5229		
Entity Type:	LIMITED LIABILITY COMPANY: NEBRASKA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2254418	BOZELL INTERACTIVE	
Registration Number:	2255856	BOZELL SMART TARGETING	
CORRESPONDENCE DATA			
Fax Number:	(402)492-9222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	402-492-9200		
Email:	keithgreen@mgwl.com		
Correspondent Name:	Keith A. Green		
Address Line 1:	11404 West Dodge Road		
Address Line 2:	Suite 500		
Address Line 4:	Omaha, NEBRASKA 68154-2584		
ATTORNEY DOCKET NUMBER:	7863-0017		
NAME OF SUBMITTER:	Keith A. Green		

OP \$65.00 2254418

Signature:

/Keith A. Green/

Date:

12/09/2005

Total Attachments: 2

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ASSIGNMENT OF REGISTERED TRADEMARKS

WHEREAS, THE INTERPUBLIC GROUP OF COMPANIES, INC., a Delaware corporation ("**Assignor**") has adopted, used, is using and is the owner of the following trademarks (the "**Marks**") now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
Bozell Interactive	2,254,418	June 15, 1999
Bozell Smart Targeting	2,255,856	June 22, 1999

WHEREAS, pursuant to the terms of that certain Purchase Agreement dated December 1, 2005, by and between **BOZELL & JACOBS, L.L.C.**, a Nebraska limited liability company and Assignor, and certain related parties, Assignor has agreed to assign all of Assignor's right, title and interest in the Marks, and Assignee desires to acquire such Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, **Assignor** hereby assigns to **Assignee** all right, title and interest in and to said Marks and the registrations thereof, together with the goodwill of the business symbolized by said Marks and registrations, together with all right, title and interest in all causes of action for damages by reason of past, present or future infringement of the Marks, and all income, royalties or payments due as of the date hereof or hereafter.

IN WITNESS WHEREOF, this Assignment of Trademarks is executed this 8th day of December 2005.

THE INTERPUBLIC GROUP OF COMPANIES,
INC.

By:




Name: Nicholas J. Camera

Title: Senior Vice President, General Counsel and
Secretary

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

On this 8th day of December 2005, Nicholas J. Camera, the Senior Vice President, General Counsel and Secretary of THE INTERPUBLIC GROUP OF COMPANIES, INC., the Assignor above named, personally appeared before me, and acknowledged that he executed the foregoing Assignment of Trademark on own behalf of said Assignor and pursuant to proper authority.



Notary Public

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PAUL CURLEY
Notary Public, State of New York
No. 02CU6073480
Qualified in Nassau County
Commission Expires April 22, 2006