

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Omnicom Holdings Inc.		05/04/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	U.S. Marketing & Promotions Agency Inc.		
Street Address:	4755 Alla Road, Suite 2500		
City:	Marina del Rey		
State/Country:	CALIFORNIA		
Postal Code:	90292		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1945034	USM&P U.S. MARKETING & PROMOTIONS	
CORRESPONDENCE DATA			
Fax Number:	(212)468-4888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 468-4800		
Email:	jkatz@dglaw.com, tjones-houston@dglaw.com		
Correspondent Name:	Jeffrey C. Katz, Esq.		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	05337-0785-001		
NAME OF SUBMITTER:	Jeffrey C. Katz		
Signature:	/jeffrey c. katz/		
Date:	05/05/2006		

CH \$40.00 1945034

Total Attachments: 2

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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below:

1. Name of conveying party(ies)/Execution Date(s):

Omnicom Holdings Inc.

- Individual(s)
- General Partnership
- Corporation – State
- Other –

Citizenship - Delaware

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Government Interest Assignment
- Conversion
- Merger
- Change of Name

Execution Date(s) 05/04/2006

2. Name and Address of receiving party(ies)

Additional name(s) & address(es) attached? Yes No
Name: U.S. Marketing & Promotions Agency Inc.

Internal Address:
Street Address: 4755 Alla Road, Suite 2500
City: Marina del Rey
State: California
Country: USA Zip: 90292

- Association – Citizenship
- General Partnership – Citizenship
- Limited Partnership – Citizenship
- Corporation – Citizenship - Delaware
- Other – Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No.

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

A. Trademark Application No(s).

B. Trademark Registration No(s).

1945034

Additional numbers attached? Yes No

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

Jeffrey C. Katz
DAVIS & GILBERT LLP
1740 Broadway
New York, New York 10019

Tel: (212) 468-4800
Fax: (212) 468-4888
jkatz@DGLaw.com

6. Total number of applications and registrations involved:

1

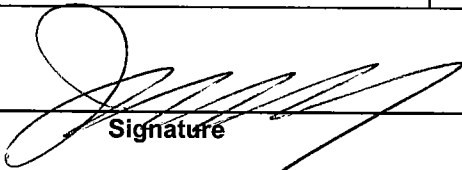
7. Total fee (37 CFR 1.21(h) and 3.41) \$ 40.00

All fees and any deficiencies are authorized to be charged to Deposit Account (05337-0785-001)

8. Payment Information

Deposit Account No. 502293
Authorized user Name: Jeffrey C. Katz

9. Signature.


Signature

5-5-06

Date

Jeffrey C. Katz

Name of Person Signing

Total number of pages including cover sheet, and documents:

2

ASSIGNMENT

WHEREAS, Omnicom Holdings Inc., a corporation of the State of Delaware (hereinafter "Assignor"), is the owner of the mark listed below which is registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
USM&P U.S. MARKETING & PROMOTIONS and design	1,945,034	January 2, 1996

WHEREAS, U.S. Marketing & Promotions Agency Inc., a corporation of the State of Delaware (hereinafter "Assignee"), is desirous of acquiring said mark and said registration thereof.

THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the registration thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said mark 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 to be effective as of the 4 day of May 2006.

Omnicom Holdings Inc.

U.S. Marketing & Promotions Agency Inc.

By: _____

Name: Michael J. O'Brien
Title: Secretary

By: _____

Name: Deborah E. Zangara
Title: Secretary