

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Omnicom Holdings Inc.		07/01/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Element 79 Partners LLC		
<b>Street Address:</b>	200 East Randolph Drive		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60601		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78531185	STUDIO 79	
<b>Registration Number:</b>	2738734	ELEMENT 79 PARTNERS	
<b>Registration Number:</b>	2738735	E 79	
<b>Registration Number:</b>	2751209	ELEMENT 79	
<b>Registration Number:</b>	2828347	AU 79	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)468-4888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-468-4823		
<b>Email:</b>	jkatz@dglaw.com		
<b>Correspondent Name:</b>	Jeffrey C. Katz		
<b>Address Line 1:</b>	1740 Broadway		
<b>Address Line 4:</b>	New York, NEW YORK 10019		
<b>ATTORNEY DOCKET NUMBER:</b>	05346-0785-008		

CH \$140.00 78531185

NAME OF SUBMITTER:	Jeffrey C. Katz
Signature:	/jeffrey c. katz/
Date:	08/01/2007
Total Attachments: 3 source=Element 79 Assign#page1.tif source=Element 79 Assign#page2.tif source=Element 79 Assign#page3.tif	

**ASSIGNMENT**

**WHEREAS**, Omnicom Holdings Inc., a corporation of the State of Delaware (hereinafter "Assignor"), is the owner of the marks listed on the attached Schedule A, which are the subject of an application and registrations in the United States Patent and Trademark Office;


**WHEREAS**, Element 79 Partners LLC, a limited liability company of the State of Delaware, located at 200 East Randolph Drive, Chicago, IL 60601 (hereinafter "Assignee"), is desirous of acquiring said marks and said application and registrations 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 marks, together with the goodwill of the business symbolized by the marks, and the application and registrations 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 1<sup>st</sup> day of July, 2007.

Omnicom Holdings Inc.

Element 79 Partners LLC.

By:   
Name: Michael J. O'Brien  
Title: Secretary

By: \_\_\_\_\_  
Name:  
Title:

**ASSIGNMENT**

**WHEREAS**, Omnicom Holdings Inc., a corporation of the State of Delaware (hereinafter "Assignor"), is the owner of the marks listed on the attached Schedule A, which are the subject of an application and registrations in the United States Patent and Trademark Office;

**WHEREAS**, Element 79 Partners LLC, a limited liability company of the State of Delaware, located at 200 East Randolph Drive, Chicago, IL 60601 (hereinafter "Assignee"), is desirous of acquiring said marks and said application and registrations 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 marks, together with the goodwill of the business symbolized by the marks, and the application and registrations 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 1<sup>st</sup> day of July, 2007.

Omnicom Holdings Inc.

Element 79 Partners LLC.

By: \_\_\_\_\_  
Name:  
Title:

By: Sandra Leib  
Name: SANDRA LEIB  
Title: VP, GENERAL COUNSEL

Schedule A

<u>Mark</u>	<u>Application No.</u>	<u>Application Date</u>
STUDIO 79	78531185	December 13, 2004

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
ELEMENT 79 PARTNERS	2738734	July 15, 2003
E 79	2738735	July 15, 2003
ELEMENT 79	2751209	August 12, 2003
Au 79 and design	2828347	March 30, 2004