

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.		06/30/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Omnicom Holdings USA Inc.		
Street Address:	437 Madison Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2488382	BBDO. THE WORK, THE WORK, THE WORK.	
Registration Number:	3038877	BBDO	
CORRESPONDENCE DATA			
Fax Number:	(212)468-4888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	jkatz@dglaw.com		
Correspondent Name:	Jeffrey C. Katz		
Address Line 1:	1740 Broadway		
Address Line 2:	Davis & Gilbert LLP		
Address Line 4:	New York, NEW YORK 10019		
NAME OF SUBMITTER:	Jeffrey C. Katz		
Signature:	/jeffrey c. katz/		
Date:	01/04/2008		

CH \$65.00 2488382

Total Attachments: 1

900095559

**TRADEMARK
 REEL: 003689 FRAME: 0627**

ASSIGNMENT

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

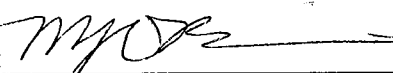
<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
BBDO. THE WORK, THE WORK, THE WORK.	2,488,382	September 11, 2001
BBDO	3,038,877	January 10, 2006

WHEREAS, Omnicom Holdings USA Inc., a corporation of the State of Delaware (hereinafter "Assignee"), is desirous of acquiring said marks and said registrations thereof.

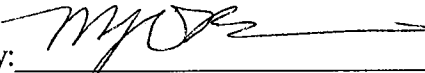
THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said marks 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 30th day of June, 2007.

Omnicom Holdings Inc.

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

Omnicom Holdings USA Inc.

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