

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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.		12/31/2010	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: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2867428	AURUM PARTNERS	
<b>CORRESPONDENCE DATA</b>			
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		
Correspondent Name:	Jeffrey C. Katz		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	09601-0004-000-ASSGN-JH		
NAME OF SUBMITTER:	Jeffrey C. Katz		
Signature:	/Jeffrey C. Katz/		
Date:	01/25/2011		

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Total Attachments: 1

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**ASSIGNMENT**

WHEREAS, Omnicom Holdings Inc., a corporation legally organized under the laws of Delaware, located at 720 California Street, San Francisco, California 94108 (hereinafter "Assignor"), is the owner of the mark and the corresponding United States Patent and Trademark Office trademark registration listed below (the "Mark"):

<b><u>Mark</u></b>	<b><u>Reg. No.</u></b>
AURUM PARTNERS	2867428


WHEREAS, Element 79 Partners LLC, a limited liability company legally organized under the laws of Delaware, located at 200 East Randolph Drive, Chicago, Illinois 60601 (hereinafter "Assignee"), the successor to the business of the Assignor pertaining to the Mark, which business is ongoing and existing, and is desirous of acquiring said Mark and said registration therefor,

THEREFORE, for good and valuable consideration, receipt 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 therefor, 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 effective as of the December 31, 2010.

**Omnicom Holdings Inc.**

By: \_\_\_\_\_

  
[Signature]

**Michael J. O'Brien**

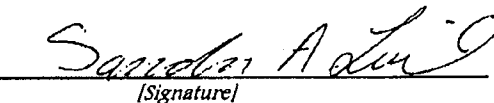
[Signatory's Name]

**Secretary**

[Signatory's Title]

**Element 79 Partners LLC**

By: \_\_\_\_\_

  
[Signature]

**SANDRA A LEIB**

[Signatory's Name]

**VP, General Counsel**

[Signatory's Title]