

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
	Big River Advertising, LLC		02/17/2013
			LIMITED LIABILITY COMPANY: VIRGINIA
RECEIVING PARTY DATA			
Name:	Fleishman-Hillard Inc.		
Street Address:	200 North Broadway		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63102		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3723177	THE POWER OF TRUTH
CORRESPONDENCE DATA			
Fax Number:	2129746924		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(212) 468-4823		
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:	006555-0755-024 (AGN JAC)		
NAME OF SUBMITTER:	Jeffrey C. Katz		
Signature:	/Jeffrey C. Katz/		
Date:	02/20/2013		
Total Attachments: 1 source=assignment - THE POWER OF TRUTH#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, Big River Advertising, LLC, a limited liability company of Virginia (hereinafter "Assignor"), located at 2100 East Cary Street, No. 200, Richmond, VA 23223, is the owner of the mark "THE POWER OF TRUTH" (the "Mark") and United States Patent and Trademark Office Registration No. 3723177 for said mark.

WHEREAS, Fleishman-Hillard Inc., a corporation of Delaware, located at 200 North Broadway, St. Louis, MO 63102, is desirous of acquiring said Mark and said registration thereof.

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 and Registration No. 3723177, together with the goodwill of the business symbolized by the Mark, 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. Big River also hereby assigns to FH, its successors and assigns all causes of action and claims of infringement of the Mark under the trademark laws of the United States, foreign countries and international trademark conventions and treaties that have accrued to Big River as of the date hereof.

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the 17 day of February 2013.

ASSIGNOR

Big River Advertising, LLC

By: M Price
Name: Margaret Price
Title: Managing Director

ASSIGNEE

Fleishman-Hillard Inc.

By: Stephanie Marchesi
Name: Stephanie Marchesi
Title: Chief Marketing Officer

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