

**Interim Designation of Agent to Receive Notification  
of Claimed Infringement**

**Full Legal Name of Service Provider:** The Advertising Council, Inc.

**Alternative Name(s) of Service Provider (including all names under which the service provider is doing business):** See Exhibit A

**Address of Service Provider:** 815 Second Avenue, 9th Floor, New York, NY 10017

**Name of Agent Designated to Receive  
Notification of Claimed Infringement:** Barbara Shimaitis

**Full Address of Designated Agent to which Notification Should be Sent** (a P.O. Box or similar designation is not acceptable except where it is the only address that can be used in the geographic location):  
815 Second Avenue, 9th Floor, New York, NY 10017

**Telephone Number of Designated Agent:** (212) 922 - 1500

**Facsimile Number of Designated Agent:** (212) 922 - 1676

**Email Address of Designated Agent:** Copyright@adcouncil.org

**The Designating Service Provider:**

**Date:** 3/13/2012

**Typed or Printed Name and Title:** Barbara Shimaitis  
SVP Interactive

**Note: This Interim Designation Must be Accompanied by a Filing Fee\*  
Made Payable to the Register of Copyrights.**

**\*Note: Current and adjusted fees are available on the Copyright website at  
[www.copyright.gov/docs/fees.html](http://www.copyright.gov/docs/fees.html)**

Mail the form to:  
**Copyright I&R/Recordation  
P.O. Box 71537  
Washington, DC 20024**



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