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OMB No. 1124-0001; Expires May 31, 2020

U.S. Department of Justice
Washington, DC 20530

Registration Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

I--REGISTRANT

1. Name of Registrant

The Ogilvy Group LLC

2. Registration Number (To be assigned by the FARA Unit)

6797

3. Primary Business Address

636 11th Avenue, New York, NY 10036

4. If the registrant is an individual, furnish the following information:

(a) Residence address(es)
N/A

(b) Nationality N/A

(c) Year of birth N/A

(d) Present citizenship N/A

(e) If present citizenship not acquired by birth, state when, where and how acquired N/A

(f) Occupation N/A

5. If the registrant is not an individual, furnish the following information:

(a) Type of organization: Committee ☐ Association ☐ Partnership ☐ Voluntary group ☐
Corporation ☒ Other *(specify)* N/A

(b) Date and place of organization 01/01/1948, New York, NY

(c) Name of responsible individual (e.g., officer, director or partner) John Seifert

(d) Other business address(es), if any, including locations of branch or local offices See Appendix 5(d) for response.

(e) If a membership organization, provide number of members N/A

Received by NSD/FARA Registration Unit 03/04/2020 2:18:19 PM

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(f) List all partners, officers, directors or persons performing the functions of an officer or director of the registrant.

Name	Residence Address(es)	Position	Nationality
Steven Goldstein	36 Benford Dr. Princeton, NJ 08550	Director, CFO	UNITED STATES
James Woods	193 South Franklin Tpke Ramsey, NJ 07446	CEO Ogilvy, USA	UNITED STATES
Kevin Farewell	285 Nutley Ave Nutley, NJ 07110	Director, Secretary	UNITED STATES

(g) Which of the above named persons renders services directly in furtherance of the interests of any of the foreign principals?

Name	Foreign Principal(s) Represented	Services
N/A	N/A	N/A

(h) Describe the nature of the registrant's regular business or activity.

Advertising agency

(i) Give a complete description of the ownership and control structure of the registrant.

Ogilvy is a subsidiary of WPP plc

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6. List all individuals, other than those listed in Item 5(g), who render services to the registrant directly in furtherance of the interests of any of the foreign principals in other than a clerical, secretarial, or in a related or similar capacity.

Name	Residence Address	Foreign Principal(s) Represented	Services
See Appendix 6 for response			

Received by NSD/FARA Registration Unit 03/04/2020 2:18:19 PM

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II--FOREIGN PRINCIPAL

7. List every foreign principal[1] for whom the registrant is acting or has agreed to act.

Foreign Principal	Foreign Principal Address
The Embassy of Japan in the U.S.A., Washington, DC	2520 Massachusetts Ave NW Washington, DC 20008

III--ACTIVITIES

8. In addition to the activities described in any Exhibit B to this statement, will the registrant engage or is the registrant engaging now in activity or rendering services on its own behalf which benefits any or all of its foreign principals?

Yes ☐ No ☒

If yes, describe fully.

N/A

IV--FINANCIAL INFORMATION

9. (a) **RECEIPTS-MONIES**

During the period beginning 60 days prior to the date of your obligation to register[2] under FARA, did the registrant receive from any foreign principal named in Item 7 any contribution, income, or money either as compensation on, or for disbursement, or otherwise? Yes ☐ No ☒

If yes, set forth below in the required detail and separately for each such foreign principal an account of such monies.[3]

Foreign Principal	Date Received	From Whom	Purpose	Amount
N/A	N/A	N/A	N/A	N/A

Total: N/A

1 The term "foreign principal," as defined in Section 1(b) of the Act, includes a foreign government, foreign political party, foreign organization, foreign individual and, for the purpose of registration, an organization or an individual any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual.

2 An agent must register within 10 days of becoming an agent, and before acting as such.

3 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, monies, or other things of value for a foreign principal, as part of a fundraising campaign. There is no printed form for this exhibit. (See Rule 201(e), 28 C.F.R. § 5.201(e)).

Received by NSD/FARA Registration Unit 03/04/2020 2:18:19 PM

Received by NSD/FARA Registration Unit 03/04/2020 2:18:19 PM

(b) **RECEIPTS-THINGS OF VALUE**

During the period beginning 60 days prior to the date of your obligation to register[4] under FARA, did the registrant receive from any foreign principal named in Item 7 anything of value[5] other than money, either as compensation on, or for disbursement, or otherwise? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	From Whom	Purpose	Thing of Value
N/A	N/A	N/A	N/A	N/A

10. (a) **DISBURSEMENTS-MONIES**

During the period beginning 60 days prior to the date of your obligation to register[6] under FARA, did the registrant spend or disburse any money in furtherance of or in connection with its activities on behalf of any foreign principal named in Item 7? Yes ☐ No ☒

If yes, set forth below in the required detail and separately for each such foreign principal named including monies transmitted, if any, to each foreign principal.

Foreign Principal	Date	To Whom	Purpose	Amount
N/A	N/A	N/A	N/A	N/A

(b) **DISBURSEMENTS-THINGS OF VALUE**

During the period beginning 60 days prior to the date of your obligation to register[7] under FARA, did the registrant dispose of any thing of value[8] other than money in furtherance of or in connection with its activities on behalf of any foreign principal named in Item 7? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date	Recipient	Purpose	Thing of Value
N/A	N/A	N/A	N/A	N/A

(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During the period beginning 60 days prior to the date of your obligation to register[9] under FARA, did the registrant or any short form registrant make any contribution of money or other thing of value from its own funds and on its own behalf in connection with an election to any political office or in connection with any primary election, convention, or caucus held to select candidates for any political office? Yes ☒ No ☐

If yes, furnish the following information:

Date	Donor	Political Organization/Candidate	Method	Amount/Thing of Value
01/29/2020	Madeline Dickson	Democratic National Committee	Online	$10.00
01/29/2020	Madeline Dickson	ActBlue	Online	$1.00

4, 6, 7 and 9 See Footnote 2, on page 3.

5 and 8 Things of value include but are not limited to gifts, interest-free loans, expense-free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks", and the like.

Received by NSD/FARA Registration Unit 03/04/2020 2:18:19 PM

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V--INFORMATIONAL MATERIALS[10]

11. Prior to the time of filing this statement,[11] did the registrant prepare, disseminate or cause to be disseminated, any informational materials on behalf of any foreign principal listed in Item 7 of this statement?

Yes ☐ No ☒

If yes, identify each foreign principal and attach the informational materials.

Foreign Principal	Informational Materials Attached	Type
N/A	N/A	N/A

12. Will the activities of the registrant on behalf of any foreign principal include the preparation or dissemination of informational materials?

Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

13. Identify each such foreign principal.

The Embassy of Japan in the U.S.A., Washington, DC

14. Has a budget been established or specified sum of money allocated to finance the registrant's activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each foreign principal, and specify the period of time and the amount.

Foreign Principal	Period of Time	Amount
N/A	N/A	N/A

15. Will any individuals or organizations, including public relations firms or publicity agents, participate in the preparation or dissemination of such informational materials?

Yes ☒ No ☐

If yes, furnish the names and addresses of such individuals or organizations.

Name	Address	Foreign Principal(s)
The Ogilvy Group LLC	636 11th Avenue New York, NY 10019	The Embassy of Japan in the U.S.A., Washington, DC

16. Activities in preparing or disseminating informational materials will include the use of the following:

☐ Magazine or newspaper ☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other publications
☐ Lectures or speeches ☐ Radio or TV broadcasts ☐ Motion picture films ☐ Letters or telegrams
☒ Email
☐ Website URL(s): N/A
☐ Social Media website URL(s): N/A
☐ Other *(specify)* N/A

10 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, electronic communications, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

11 See Footnote 2, on page 3.

Received by NSD/FARA Registration Unit 03/04/2020 2:18:19 PM

Received by NSD/FARA Registration Unit 03/04/2020 2:18:19 PM

17. Informational materials will be disseminated among the following groups:

- ☐ Public officials
- ☐ Legislators
- ☐ Government agencies
- ☐ Newspapers
- ☒ Editors
- ☐ Civic groups or associations
- ☐ Libraries
- ☐ Educational groups
- ☐ Nationality groups
- ☐ Other *(specify)* N/A

18. Indicate language to be used in the informational materials:

- ☒ English
- ☐ Other *(specify)* N/A

VI--EXHIBITS AND ATTACHMENTS

19. (a) The following described exhibits shall be filed with an initial registration statement:

Exhibit A- This exhibit, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal named in Item 6.

Exhibit B- This exhibit, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

(b) An Exhibit C shall be filed when applicable. This exhibit, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. A waiver of the requirement to file an Exhibit C may be obtained for good cause shown upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530. (See Rule 201(c) and (d)).

(c) An Exhibit D shall be filed when applicable. This exhibit, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal. (See Rule 201 (e)).

VII--EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Registration Statement, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature[12]
03/04/2020	Rachel Caggiano	/s/Rachel Caggiano

12 This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

Received by NSD/FARA Registration Unit 03/04/2020 2:18:19 PM

Received by NSD/FARA Registration Unit 03/04/2020 2:23:04 PM

OMB No. 1124-0001; Expires May 31, 2020

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Registration Statement

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Registration Statement, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
2/28/20	Rachel Caggiano	

Received by NSD/FARA Registration Unit 03/04/2020 2:23:04 PM

Received by NSD/FARA Registration Unit 03/04/2020 2:18:19 PM

Response to Item 5(d)

Question 5(d): Other business address(es), if any, including locations of branch or local offices

Ogilvy has 132 offices globally across 83 countrie, Full list: https://www.ogilvy.com/contact,

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Ogilvy has 132 offices globally in 83 countries, Full list: https://www.ogilvy.com/contact, Washington, DC 20036

Received by NSD/FARA Registration Unit 03/04/2020 2:18:19 PM

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Response to Item 6

Question 6: List all individuals, other than those listed in Item 5(g), who render services to the registrant directly in furtherance of the interests of any of the foreign principals in other than a clerical, secretarial, or in a related or similar capacity

Name	Residence Address	Foreign Principal(s) Represented	Nature of Services
Melissa Harrison	110 E. Braddock Road Alexandria, VA 22301 636 11th Avenue New York, NY 10036	The Embassy of Japan in the U.S.A., Washington, DC	Media outreach and mural exhibit design support during the 2020 Cherry Blossom season and Social Media research, audit, and recommendations based on findings and social best practices in order to increase and improve presence on social media.
Madeline Dickson	1350 Corcoran Street NW, Apt 206 Washington, DC 20009 636 11th Avenue New York, NY 10036	The Embassy of Japan in the U.S.A., Washington, DC	Media outreach and mural exhibit design support during the 2020 Cherry Blossom season.
Kristie Pope	4501 Arlington Blvd. 415 Arlington, VA 22203 636 11th Avenue New York, NY 10036	The Embassy of Japan in the U.S.A., Washington, DC	Media outreach and mural exhibit design support during the 2020 Cherry Blossom festival.
Hillary Redmond	8223 Miner Street Greenbelt, MD 20770 636 11th Avenue New York, NY 10036	The Embassy of Japan in the U.S.A., Washington, DC	Media outreach and mural exhibit design support during the 2020 Cherry Blossom season.
Terri Baumann	2701 S Adams St, Apt 201 Arlington, VA 22206 636 11th Avenue New York, NY 10036	The Embassy of Japan in the U.S.A., Washington, DC	Media outreach and mural exhibit design support during the 2020 Cherry Blossom season.
Valerie Vardaro	5518 Swift Current Court Burke, VA 22015 636 11th Avenue New York, NY 10036	The Embassy of Japan in the U.S.A., Washington, DC	Media outreach and mural exhibit design support during the 2020 Cherry Blossom season.
Elizabeth Fairchild	9809 Meadow Dale Court Vienna, VA 22181 636 11th Avenue New York, NY 10036	The Embassy of Japan in the U.S.A., Washington, DC	Media outreach and mural exhibit design support during the 2020 Cherry Blossom season.
Matthew Merritt	122 Waterford Place Alexandria, VA 22314 636 11th Avenue New York, NY 10036	The Embassy of Japan in the U.S.A., Washington, DC	Social Media research, audit and recommendations based on findings and social best practices in order to increase and improve presence on social media.
Kimberly Mackenzie	470 Prospect Ave, Apt 2B Brooklyn, NY 11215 636 11th Avenue New York, NY 10036	The Embassy of Japan in the U.S.A., Washington, DC	Social Media research, audit and recommendations based on findings and social best practices in order to increase and improve presence on social media.

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