

10-12-2000

1-31-92 **MRD 5-8-00**



**D**

To the Honorable Commissioner of Patents

Send original documents or copy hereof.

Address of receiving party(ies):

1. Name of conveying party(ies):

**AdRelevance, Inc.**

**101485646**

Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State **Washington**

Name: **Media Metrix, Inc.**

Address: **250 Park Avenue South  
New York, New York 10003  
United States of America**

Other \_\_\_\_\_

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State **Delaware**  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached  Yes  No

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designations must be a separate document from Assignment)

Additional name(s) & addresses attached?  Yes  No

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_

Execution Date: **May 4, 2000**

A. Trademark Application No.(s)

**75/902,566 (ADCENSUS)  
75/643,158 (ADRELEVANCE)  
75/643,159 (AR & Design)  
75/928,673 (AD ALERT)**

B. Trademark Registration No.(s)



**05-08-2000**

U.S. Patent & TMO/TM Mail Rpt Dt. #54

Additional Numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **Mark N. Mutterperl**  
Internal Address: **Fulbright & Jaworski L.L.P.**  
Street Address: **666 Fifth Avenue**  
City: **New York** State: **NY** Zip: **10103**

6. Total number of applications and registration involved: **1**

7. Total fee (37 CFR 3.41) \$ **115.00**

Enclosed  
 Authorized to be charged to deposit account  
**(Only if total fee is not sufficient)**

8. Deposit account number:

**[NUMBER] 50.0624**

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

10/11/2000 NTHA11 00000195 75902566

11 FC:481 40.00 OP  
75 FC:482 75.00 OP

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

**Mark N. Mutterperl**  
Name of Person Signing

Signature

**May 8, 2000**  
Date

Total number of pages comprising cover sheet:

# TRADEMARK ASSIGNMENT

WHEREAS, AdRelevance, Inc., (the "Assignor"), a corporation of the State of Washington, with a principal place of business located at 2151 North Northlake Way, Suite 210, Seattle, Washington 98103, has adopted, owns and is using the following marks in connection with the following services:



<u>Mark</u>	<u>U.S. PTO Serial No.</u>	<u>Services</u>
ADCENSUS	75/902,566	Marketing and competitive analysis and reporting services for others; monitoring competitors' web site activity and advertisement for others; monitoring brand use, in International Class 35.
ADRELEVANCE	75/643158	Marketing and competitive analysis and reporting services for others; monitoring competitors' web site activity and advertisement for others; monitoring brand use, in International Class 35.
AR & Design	75/643,159	Marketing and competitive analysis and reporting services for others; monitoring competitors' web site activity and advertisement for others; monitoring brand use, in International Class 35.
AD ALERT	75/928673	Market research and information services, namely, the collection, analysis and dissemination of information about the advertisements of others, in International Class 35.

05-08-2000  
U.S. Patent & TMO/TM Mail Rpt Dt. #54

WHEREAS, Assignor has applied to register the above marks on the Principal Register of the United States Patent and Trademark Office;

WHEREAS, Media Metrix, Inc. (the "Assignee"), a corporation organized under the laws of the State of Delaware, with a principal place of business located at 250 Park Avenue South, New York, New York 10003, has acquired the entire business of the Assignor;

NOW THEREFORE, for all good and valuable consideration, receipt of which is hereby acknowledged, AdRelevance, Inc. hereby assigns and transfers the above marks and the above referenced applications to Media Metrix, Inc. with the goodwill of the business symbolized by the

marks and all of the Assignor's rights therein.

ADRELEVANCE, INC.

By Thomas A. Lynch  
Name: THOMAS A. Lynch  
Title: Chief Financial  
Officer

SUBSCRIBED AND SWORN TO  
before me this 4th day of  
May, 2000

M. E. Rosenfeld  
MARTIN E. ROSENFELD  
NOTARY PUBLIC, State of New York  
No. 31-4956238  
Qualified in New York County  
Commission Expires Sept. 18, 2001