

12-09-2002

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Box Assignment  
Commissioner of Patents and Trademarks  
Washington, D.C. 20231

Post Office Box 7068  
Pasadena, CA 91109-7068

Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof:

<p><b>1. Name of conveying party(ies):</b> <b>DOUBLECLICK, INC.</b></p> <p><input type="checkbox"/> Individual(s)      <input type="checkbox"/> Association  <input type="checkbox"/> General Partnership      <input type="checkbox"/> Limited Partnership  <input checked="" type="checkbox"/> Corporation  <input type="checkbox"/> Other  <input checked="" type="checkbox"/> Exists Under Laws of <b>Delaware</b></p> <p>Additional name(s) of conveying party(ies) attached: <b>NO</b></p>	<p><b>2. Name and address of receiving party(ies):</b> Name: <b>MAXWORLDWIDE, INC.</b></p> <p>Street Address: <b>4499 Glencoe Avenue</b> <b>Marina Del Rey, California 90292</b></p> <p><input type="checkbox"/> Individual(s) citizenship  <input type="checkbox"/> Association  <input type="checkbox"/> General Partnership  <input type="checkbox"/> Limited Partnership  <input checked="" type="checkbox"/> Corporation  <input type="checkbox"/> Other:  <input checked="" type="checkbox"/> Exists Under Laws of <b>Delaware</b></p>
<p><b>3. Name of conveyance:</b></p> <p><input checked="" type="checkbox"/> Assignment      <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement      <input type="checkbox"/> Change of Name  <input type="checkbox"/> Other:</p> <p>Execution Date: <b>November 19, 2002</b></p>	<p>If assignee is not domiciled in the United States, a domestic representative designation is attached:   (Designation must be a separate document from Assignment).  Additional name(s) &amp; address(es) attached?</p>
<p><b>4. A. Trademark Application No.(s)</b> 76/175,667 76/175,662 76/338,186</p>	<p><b>4. B. Trademark Registration No.(s)</b></p> <p style="text-align: right;">OFFICE OF PUBLIC RECORDS 2002 DEC -3 AM 8:04 FINANCE SECTION</p>
<p>Additional numbers attached? <b>NO</b></p>	
<p><b>5. Please return the recorded document and address all correspondence to:</b></p> <p><b>CHRISTIE, PARKER &amp; HALE, LLP</b> P.O. Box 7068 Pasadena, CA 91109-7068 Attention: <b>Thomas J. Daly</b></p>	<p><b>6. Total number of applications or registrations involved.....</b> <span style="border: 1px solid black; padding: 2px;">3</span></p> <p><b>7. <input checked="" type="checkbox"/> Total fee enclosed (37 CFR 3.41):</b>      \$ <b>120.00</b></p> <p><b>8. <input checked="" type="checkbox"/> Any deficiency or overpayment of fees should be charged or credited to <b>Deposit Account No. 03-1728</b>, except for payment of issue fees required under 37 CFR § 1.18. Please show our docket number with any credit or charge to our Deposit Account.</b></p>
<p><b>10. <input type="checkbox"/> Explanatory letter is enclosed.</b></p>	
<p><b>9. Statement and signature.</b> 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.</p> <p>Date: November 27, 2002</p> <p>By <u>Thomas J. Daly</u> Name: Thomas J. Daly 626/795-9900</p> <p>Total number of pages including cover sheet, attachments, and document: <span style="border: 1px solid black; padding: 2px;">3</span></p>	

12/06/2002 LMJELLER 00000076 76175667

01 FC:0521      40.00 OP  
02 FC:0522      50.00 OP

Re: In. Ref: 12/06/2002 LMJELLER 0009211206  
DA: 031728 Name/Number: 76175667  
FC: 9204      \$30.00 CR

## TRADEMARK ASSIGNMENT

WHEREAS, DOUBLECLICK, INC., a Delaware corporation, having a place of business at 450 West 33<sup>rd</sup> Street, New York, New York 10001 ("ASSIGNOR" herein), has used and is the owner of the following marks.

<u>Mark</u>	<u>Serial No.</u>	<u>Filed</u>	<u>Docket No.</u>
GRAVITYDIRECT	76/338,186	November 15, 2001	48917/JEJ/L380
STRATEGYMEDIA	76/175,667	December 5, 2000	49113/TJD/L380
STRATEGYMEDIA	76/175,662	December 5, 2000	49112/TJD/L380
STRATEGYMEDIA	76/175,496	December 5, 2000	49110/TJD/L380
STRATEGYMEDIA	76/175,668	December 5, 2000	49111/TJD/L380


WHEREAS, MAXWORLDWIDE, INC., a Delaware corporation, having a place of business at 4499 Glencoe Avenue, Marina Del Rey, California 90292 ("ASSIGNEE" herein), desires to acquire said marks and the registration thereof, together with the goodwill of the business in connection with which said marks are used.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the above marks and the above-identified registration thereof, and all rights and privileges pertaining to said marks, together with the goodwill of the business symbolized by the marks.

ASSIGNOR further agrees that it shall render all reasonable assistance to ASSIGNEE, and will, from time-to-time, execute all instruments and documents necessary to maintain, preserve or protect the marks and their registrations, and to perfect the record title of ASSIGNEE in and to said marks and their said registrations.

DOUBLECLICK, INC.

Date November 19, 2002

By   
 Name: Yvonne Tran  
 Title: Sr. Intellectual Property Counsel

STATE OF New York )  
 COUNTY OF New York )

On November 19, 2002, before me Pamela Schoenfeld, Notary Public, personally appeared Yvonne Tran personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Signature of Notary

JEJ/sd

OSB PAS455306.1\*-10/8/02 10:13 AM

**PAMELA SCHOENFELD**  
**Notary Public, State of New York**  
**No. 02SC6079628**  
**Qualified in New York County**  
**Commission Expires August 28, 2008**