

04-28-2003



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2001) Tab settings =>=>=>

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

102432397

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

1. Name of conveying party(ies): Avenue A, Inc. 4:24:03
Individual(s) Association
General Partnership Limited Partnership
Corporation-Washington
Other

2. Name and address of receiving party(ies)
Name: aQuantive, Inc.
Internal
Address:
Street Address: 506 Second Avenue, 9th Floor
City: Seattle State: Washington Zip: 98104

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

Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-Washington
Other

3. Nature of conveyance:
Assignment Merger
Security Agreement Change of Name
Other

Execution Date: February 28, 2003

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) & address(es) attached? Yes No

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
78/206,323; 78/093,047; 78/078,962
78/093,048; 76/199,049
Additional number(s) attached Yes No

B. Trademark Registration No.(s)
2,458,596; 2,355,802; 2,636,089; 2,599,860
2,599,859; 2,485,007

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Catherine H. Tran
Internal Address: Perkins Coie LLP
Street Address: 1201 Third Avenue, Suite 4800
City: Seattle State: WA Zip: 98101

6. Total number of applications and registrations involved 13
7. Total fee (37 CFR 3.41) \$ 340.00
Enclosed
Authorized to be charged to deposit amount

8. Deposit account number:
(Attach duplicate copy of this page if paying by deposit account)

DEPT OF COMMERCE RECORDS
13 APR 24 AM 7:29
FINANCE SECTION

DO NOT USE THIS SPACE

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
Catherine H. Tran
Signature
Date April 14, 2003

Total number of pages including cover sheet, attachments, and documents: 1

04/25/2003 GT0N11 00000082 78206323

01 FC:8521 40.00 DP
02 FC:8522 250.00 DP

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademark, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002719 FRAME: 0482

UNITED STATES OF AMERICA

The State of



Washington

Secretary of State

I, **Sam Reed**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

certificate that the attached is a true and correct copy of

ARTICLES OF AMENDMENT

of

AVENUE A, INC.

CHANGING NAME TO AQUANTIVE, INC.

as filed in this office on February 27, 2003.

Date: April 2, 2003



Given under my hand and
the Seal of the State of
Washington at Olympia,
the State Capital.

Sam Reed, Secretary of State

ek

TRADEMARK

REEL: 002719 FRAME: 0483

APD
601-857-172

062-2136. 0
2003

FILED
SECRETARY OF STATE

FEB 27 2003

ARTICLES OF AMENDMENT
OF
AVENUE A, INC.

STATE OF WASHINGTON

The following Articles of Amendment are executed by the undersigned, a Washington corporation:

1. The name of the corporation is Avenue A, Inc.
2. Article 1 of the Articles of Incorporation of the corporation is amended to read as follows:

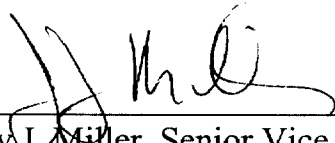
"The name of this corporation is **aQuantive, Inc.**"

3. The date the amendment was adopted is January 29, 2003.
4. The amendment was adopted by the Board of Directors of the corporation. Shareholder action was not required pursuant to the provisions of RCW 23B.10.020(5).

Dated: January 29, 2003

AVENUE A, INC.

By



Jeffrey J. Miller, Senior Vice President,
Legal and Privacy Affairs and
Corporate Secretary



CATHERINE H. TRAN
PHONE: 206.583.8417
EMAIL: CHTran@perkinscoie.com

1201 Third Avenue, Suite 4800
Seattle, WA 98101-3099
PHONE: 206.583.8888
FAX: 206.583.8500
www.perkinscoie.com

April 16, 2003

Commissioner For Trademarks
Box Assignments
Washington, D.C. 20231

Re: Recordation of Name Change
Applicant: Avenue A, Inc.
Assignee: aQuantive, Inc.
Our Ref.: 29150-4000

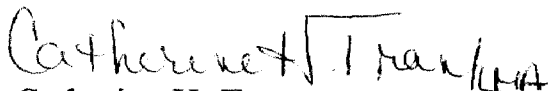
Dear Sir/Madam:

Enclosed for recordation is a Corporate Name Change Recordation Form Cover Sheet, a certified copy of the Articles of Amendment showing the change of corporate name from Avenue A, Inc. to aQuantive, Inc. and \$290.00 to cover the recordation fee. The Commissioner is authorized to charge any additional fees that may be required or credit any overpayment to Deposit Account No. "502278".

Please issue any future registrations for the assigned applications in the name of the aQuantive, Inc. In addition, please direct all future correspondence regarding the applications to the undersigned.

If you have any questions, please contact me.

Very truly yours,



Catherine H. Tran

CHT:gh
Enclosure

cc: Jeff Miller, aQuantive, Inc.
Jennifer Hartpence, aQuantive, Inc.
Jenifer Atkinson, aQuantive, Inc.
Leanne Andrepont, Paralegal

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail on April 16, 2003, in an envelope addressed to the Commissioner for Trademarks, U.S. Patent & Trademark Office - Office of Public Record BOX ASSIGNMENTS/FEE, Crystal Gateway 4, Room 335, 1213 Jefferson Davis Highway, Washington, D.C. 20231


Marina Anna Baker

[29150-4000/SL030900.163]

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MENLO PARK · OLYMPIA · PORTLAND · SAN FRANCISCO · SEATTLE · SPOKANE · WASHINGTON, D.C.

Perkins Coie LLP (Perkins Coie LLC in Illinois)

RECORDED: 04/24/2003

TRADEMARK
REEL: 002719 FRAME: 0485