

05-15-2003

5-13-03

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2001)
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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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.

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

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

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

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

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

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: February 28, 2003

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
78/206323

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

6. Total number of applications and registrations involved 1

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

7. Total fee (37 CFR 3.41) \$ 45.00

Enclosed
 Authorized to be charged to deposit amount

8. Deposit account number: _____

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

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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]
Name of Person Signing Signature

Total number of pages including cover sheet, attachments, and documents: 0

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Date

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Mail documents to be recorded with required cover sheet information to:
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OCTOBER 30, 1999