

Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2001)

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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

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): Razorfish, Inc.

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

Additional names of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)

Name: aQuantive, Inc.  
Street Address: 506 Second Avenue, 9<sup>th</sup> Floor  
City: Seattle State: WA 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: November 8, 2004

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)  
2005622, 2190025, 2318720, 2419349, 2610555 and 2375373

Additional number(s) attached  Yes  No

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

Name: Heidi L. Sachs  
Internal Address: Perkins Coie LLP  
Street Address: 1201 Third Avenue, 40<sup>th</sup> Floor  
City: Seattle State: WA Zip: 98101

6. Total number of applications and registrations involved 6

7. Total fee (37 CFR 3.41) ..... \$165.00  
 Enclosed  
 Authorized to be charged to deposit amount

8. Deposit account number:  
502278

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

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*

Heidi L. Sachs  
Name of Person Signing                      Heidi Sachs                      Signature                      11/12/04                      Date

Total number of pages including cover sheet, attachments, and documents: 3

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

CH \$165.00 502278 2005622

**TRADEMARK ASSIGNMENT**

1. Razorfish, Inc., a Delaware corporation, with its principal place of business at 107 Grand Street, New York, NY 10013 ("Assignor") is the owner of the trademark applications and registrations set forth in Exhibit 1, the appurtenant common law rights and goodwill, all of which are incorporated herein by reference;

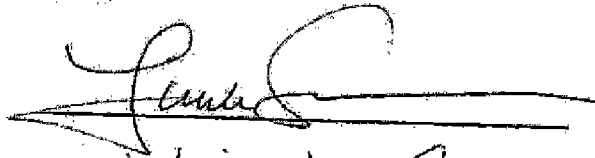
2. aQuantive, Inc., a Washington corporation, with its principal place of business at 506 Second Avenue, 9th Floor, Seattle, WA 98104 ("Assignee"), wants to acquire said registrations, applications and the common law rights and goodwill associated therewith;

THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor assigns to Assignee all right, title and interest in and to the marks set forth in Exhibit 1 together with that portion of its business relating to the marks and the common law rights and goodwill appurtenant thereto.

Signed 11/08, 2004 at Seattle, WA

RAZORFISH, INC.

By:



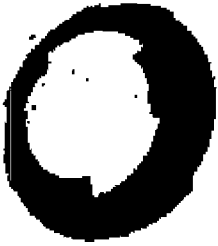
Name:

Linda Schoemaker

Title:

SVP & General Counsel

**EXHIBIT 1**  
**TRADEMARKS**

Trademark	Registration No.	Registration Date
RAZORFISH	2005622	October 8, 1996
RAZORFISH	2190025	September 15, 1998
	2318720	February 15, 2000
RAZORFISH	2419349	January 9, 2001
<b>razorfish</b>	2610555	August 20, 2002
Everything That Can Be Mobile Will Be	2375373	August 8, 2000