

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Adware Systems, Inc.		12/29/2004	CORPORATION: KENTUCKY
RECEIVING PARTY DATA			
Name:	Mediaplex Systems, Inc.		
Street Address:	5111 Commerce Crossings Drive		
Internal Address:	Suite 200		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40229		
Entity Type:	CORPORATION: KENTUCKY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2012832	ADCLOCK	
CORRESPONDENCE DATA			
Fax Number:	(502)581-1087		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	502-589-5400		
Email:	cstewart@fbtlaw.com		
Correspondent Name:	Cynthia L. Stewart		
Address Line 1:	400 West Market Street		
Address Line 2:	32nd Floor		
Address Line 4:	Louisville, KENTUCKY 40202-3363		
ATTORNEY DOCKET NUMBER:	ADCLOCK		
NAME OF SUBMITTER:	Cynthia L. Stewart		
Signature:	/Cynthia L. Stewart/		

CH \$40.00 2012832

Date:

11/17/2005

Total Attachments: 1

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Trey Grayson
Secretary of State
Received and Filed
12/29/2004 3:48:08 PM
Fee Receipt: \$40.00

**ARTICLES OF AMENDMENT
TO THE
ARTICLES OF INCORPORATION
OF
ADWARE SYSTEMS, INC.**

1. The name of the corporation is Adware Systems, Inc. (the "Corporation").
2. Article I (the "Amendment") of the Corporation's Articles of Incorporation is amended so that as amended it shall read in its entirety as follows:
 1. The Corporation's name shall be Mediaplex Systems, Inc.
3. The Amendment does not provide for an exchange, reclassification or cancellation of issued shares of the Corporation.
4. The Corporation has 100 shares issued, outstanding and entitled to vote on the Amendment. The Corporation has no other authorized class of stock. The Amendment set forth above was adopted by a written consent executed by all of the shareholders of the Corporation and dated December 21, 2004.
5. These Articles of Amendment shall be effective at 12:01 a.m., EST, January 1, 2005.

ADWARE SYSTEMS, INC.

By 

Title: Secretary

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