

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
YesDirect, Inc.		06/14/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	NamesMedia, Inc.		
Street Address:	230 Third Avenue		
City:	Waltham		
State/Country:	MASSACHUSETTS		
Postal Code:	02451		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	78868744	ACTIVEAUDIENCE.COM	
Serial Number:	78868724	ACTIVEAUDIENCE	
Serial Number:	78859683	NAMESMEDIA	
Serial Number:	78901624	SITESENSE	
Serial Number:	78713387	YESDIRECT	
Serial Number:	78901602	SITETRADER	
CORRESPONDENCE DATA			
Fax Number:	(617)523-1231		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617.570.1292		
Email:	mrovner@goodwinprocter.com		
Correspondent Name:	Miriam J. Rovner, Senior Paralegal		
Address Line 1:	Goodwin Procter LLP		
Address Line 2:	Exchange Place, 53 State Street		
Address Line 4:	Boston, MASSACHUSETTS 02109-2881		

CH \$165.00 78868744

ATTORNEY DOCKET NUMBER:	120737-158845 (1703-394)
NAME OF SUBMITTER:	Miriam J. Rovner
Signature:	/mjr/
Date:	06/15/2006
Total Attachments: 1 source=1pgNameMedia Name Change#page1.tif	

Delaware

PAGE 1

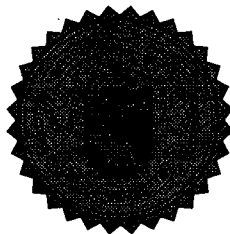
The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE RESTATED CERTIFICATE OF "YESDIRECT, INC.", CHANGING ITS NAME FROM "YESDIRECT, INC." TO "NAMEMEDIA, INC.", FILED IN THIS OFFICE ON THE FOURTEENTH DAY OF JUNE, A.D. 2006, AT 1:05 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

3923725 8100

060574087



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4826262

DATE: 06-14-06

RECORDED: 06/15/2006

TRADEMARK
REEL: 003327 FRAME: 0780