

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Tribal Fusion, Inc.		04/13/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Exponential Interactive, Inc.		
<b>Street Address:</b>	2200 Powell Street, Suite 600		
<b>City:</b>	Emeryville		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94608		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3038693	TRIBAL FUSION	
Registration Number:	3073592		
Registration Number:	3073596	GO SMART GO TRIBAL	
Registration Number:	3137195	EDUCATION-ADVANCEMENT.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(360)287-9922		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	415-615-9300		
<b>Email:</b>	law@hagelshaw.com		
<b>Correspondent Name:</b>	Lee Hagelshaw		
<b>Address Line 1:</b>	350 Townsend Street, Suite 406		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94107		
<b>NAME OF SUBMITTER:</b>	Lee Hagelshaw		
<b>Signature:</b>	/lee hagelshaw/		

**OP \$115.00 3038693**

Date:

07/25/2007

**Total Attachments: 2**

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# Delaware

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*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 CERTIFICATE OF AMENDMENT OF "TRIBAL FUSION, INC.", CHANGING ITS NAME FROM "TRIBAL FUSION, INC." TO "EXPONENTIAL INTERACTIVE, INC.", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF APRIL, A.D. 2006, AT 3:06 O'CLOCK P.M.



3236815 8100

070752250

*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5845298

TRADEMARK  
DATE: 07-16-07

REEL: 003590 FRAME: 0149

**CERTIFICATE OF AMENDMENT OF  
AMENDED AND RESTATED CERTIFICATE OF INCORPORATION  
OF  
TRIBAL FUSION, INC.**

The undersigned, Dilip DaSilva, hereby certifies that:

1. He is the duly elected President of Tribal Fusion, Inc., a Delaware corporation.
2. The Certificate of Incorporation of this corporation was originally filed with the Secretary of State of Delaware on June 5, 2000.
3. Pursuant to Section 242 of the General Corporation Law of the State of Delaware, this Certificate of Amendment of Amended and Restated Certificate of Incorporation amends Article I of this corporation's Amended and Restated Certificate of Incorporation to read in its entirety as follows:

"The name of the corporation shall be "Exponential Interactive, Inc. (the "Corporation")."

4. The foregoing Certificate of Amendment has been duly adopted by this corporation's Board of Directors and stockholders in accordance with the applicable provisions of Sections 228 and 242 of the General Corporation Law of the State of Delaware.

Executed at Emeryville, California, on April 13, 2006.

  
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Dilip DaSilva, President