

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Techbargains.com, LLC		10/30/2007	LIMITED LIABILITY COMPANY: CALIFORNIA
<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: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2405796	TECHBARGAINS.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/		
<b>Date:</b>	11/15/2007		

OP \$40.00 2405796

Total Attachments: 2

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**TRADEMARK  
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ASSIGNMENT OF TRADEMARK AND TRADEMARK REGISTRATION

WHEREAS, Techbargains.com, LLC., a California limited liability company, with its principal place of business at 1819 Polk Street, Suite 218, San Francisco, Ca 94109 ("Assignor"), created a certain trademark known as TECHBARGAINS.COM, and was issued on November 21, 2000 a United States Trademark Registration for such trademark, with registration number 2,405,796;

AND WHEREAS, Exponential Interactive, Inc, a Delaware Corporation with its principal place of business at 2200 Powell Street, Suite 600, Emeryville, Ca 94608 ("Assignee"), has previously acquired from Assignor the entire right, title and interest in and to such trademark and such trademark registration, pursuant to an Asset Purchase Agreement with effective date of March 30, 2007, with Assignor agreeing therein to make such further conveyances and execute such additional instruments as necessary or appropriate to fully and effectively transfer all right, title and interest in and to such trademark ;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged:

Assignor hereby confirms the transfer and assigns unto Assignee: (1) the entire worldwide right, title and interest in and to the TECHBARGAINS.COM mark, including all rights to own and use such mark under statute, common law, and international treaty; (2) all goodwill associated with such mark; and (3) all rights under the afore-mentioned United States trademark registration; and

Assignor hereby authorizes and requests that the Director and other empowered officials of the United States Patent and Trademark Office record this assignment of trademark and trademark registration, in the name of assignee Exponential Interactive, Inc.

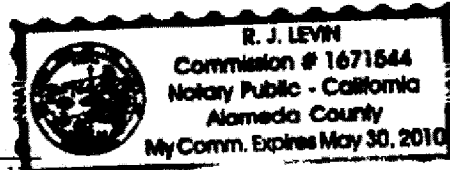


Norman Fong  
Managing Member  
Techbargains.com, LLC

STATE OF CALIFORNIA  
COUNTY OF ALAMEDA

On October 30, 2007 before me R.J. LEVIN, a  
notary public in and for said county, personally appeared NORMAN FONG, personally  
known to me, or proved to me on the basis of satisfactory evidence to be the person  
whose name is subscribed to the within instrument and acknowledged to me that he  
executed the same in his authorized capacity, and that by his signature on the instrument  
the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



- Notary Public