

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Oddcast Inc.		03/30/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Targetspot, Inc.		
Street Address:	680 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78847615	TARGETSPOT	
CORRESPONDENCE DATA			
Fax Number:	(646)878-0801		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	646-878-0800		
Email:	trademarks@pczlaw.com, jackiez@pczlaw.com		
Correspondent Name:	Jacqueline Zion		
Address Line 1:	1500 Broadway		
Address Line 2:	12th Floor		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	T-3917-US		
NAME OF SUBMITTER:	Jacqueline Zion		
Signature:	/JZ/		
Date:	11/27/2007		

CH \$40.00 78847615

Total Attachments: 1
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TRADEMARK ASSIGNMENT AGREEMENT

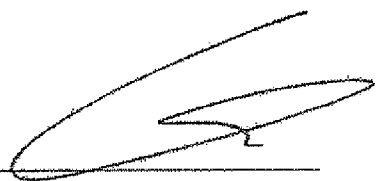
WHEREAS, Oddcast, Inc., a corporation duly organized and existing under the laws of the State of Delaware, having a place of business at 134 West 37th Street, 7th Floor, New York, NY 10018 ("Assignor"), has adopted and used and is using the trademark TARGETSPOT (the "Mark"); and is the owner of the application for registration of such Mark in the United States Patent and Trademark Office; and

WHEREAS, TargetSpot, Inc., a Delaware corporation, having a place of business at 680 Fifth Avenue, 10th Floor, NYC 10019 ("Assignee"), desires to acquire the Mark and the application for registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns, sells and transfers unto Assignee all rights, title and interests in and to the Mark, together with (i) the application for registration of the Mark (US Serial No. 78847615), (ii) the goodwill of the business symbolized by and associated with the Mark and the registration thereof and (iii) the right to sue and recover for, and the right to profits or damages due or accrued, arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Mark or the registration thereof or such associated goodwill.

IN WITNESS WHEREOF, Assignor, by its duly authorized officer, has executed this assignment, as an instrument under seal, on this 30th day of March, 2007.

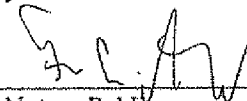
ASSIGNOR: ODDCAST, INC.

By: 
Name: Adi SIDEMAN
Title: CEO

STATE OF New York }
COUNTY OF New York } ss.

On this 30th day of March 2007, before me appeared Adi Sideman, the person who signed this instrument, who acknowledged himself to be the CEO of Oddcast, Inc., and that being duly authorized, he signed such instrument as the free act and deed on behalf of said corporation. Witness my hand and seal, this 30th day of March 2007.

Francine L. Alfandary
Notary Public - State of New York
[SEAL] No. 02AL5078482
Qualified in New York County
My Commission Expires May 27, 2007


Notary Public
Name: Francine Alfandary
My Commission Expires: