

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Advertising.com, Inc.		04/30/2008	CORPORATION: MARYLAND
<b>RECEIVING PARTY DATA</b>			
Name:	Platform-A, Inc.		
Street Address:	Ivory Building, Suite 200, 1020 Hull Street		
City:	Baltimore		
State/Country:	MARYLAND		
Postal Code:	21230		
Entity Type:	CORPORATION: MARYLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	78411339	ADVERTISING.COM	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-857-8977		
Email:	bush.douglas@arentfox.com		
Correspondent Name:	Douglas R. Bush		
Address Line 1:	1050 Connecticut Avenue NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	019428.00876		
NAME OF SUBMITTER:	Blake Bertagna		
Signature:	/Blake Bertagna/		
Date:	05/02/2008		

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