

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
Advertising.com, Inc.		04/30/2008	CORPORATION: MARYLAND

RECEIVING PARTY DATA	
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

PROPERTY NUMBERS Total: 30

Property Type	Number	Word Mark
Serial Number:	78395759	MAXBID
Serial Number:	77078699	OUT SEARCH
Serial Number:	77072098	OUTSEARCH
Serial Number:	77445085	PUBACCESS
Serial Number:	77331994	WIDGNET
Serial Number:	77294207	WE MAKE THE WORLD CLICK
Serial Number:	77294198	WE MAKE THE WORLD CLICK
Serial Number:	77294187	WE MAKE THE WORLD CLICK
Serial Number:	77357342	SHOWFLAKE
Serial Number:	77078697	ACE GUARD
Registration Number:	3071991	LEADBACK
Registration Number:	3015152	ENJOYSAVINGS
Registration Number:	3103034	ACE DIRECT
Registration Number:	2989045	MATCHLINK

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Registration Number:	2972894	MAXIMIZING THE POWER OF INTERNET ADVERTISING
Registration Number:	2827831	VISITORBID
Registration Number:	3316309	LEADBACK.COM
Registration Number:	3038496	ADBID
Registration Number:	2912055	ACE PRO
Registration Number:	2609309	INYOUREMAIL.COM
Registration Number:	2630087	SUPERIOR TECHNOLOGY. SUPERIOR PERFORMANCE
Registration Number:	2872025	OPTIGENCE
Registration Number:	2530971	ADPUBLICATIONS NETWORK
Registration Number:	2592523	ADGLOBAL
Registration Number:	2633482	PETLOVERS
Registration Number:	2543485	CARTOOVIE
Registration Number:	2514188	ADLEARN
Registration Number:	2914052	ADVERTISING.COM
Registration Number:	2867009	ACE SERVE
Registration Number:	2858219	THE DOT COM OF INTERNET ADVERTISING

CORRESPONDENCE DATA

Fax Number: (202)857-6395
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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:	019428.00796
NAME OF SUBMITTER:	Blake Bertagna
Signature:	/Blake Bertagna/
Date:	05/16/2008
Total Attachments: 0	

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