

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the name of assignee from Platform-A, Inc. to Platform-A Inc. previously recorded on Reel 003770 Frame 0884. Assignor(s) hereby confirms the 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: 1

Property Type	Number	Word Mark
Serial Number:	78411339	ADVERTISING.COM

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:	019428.00876
NAME OF SUBMITTER:	Douglas R. Bush
Signature:	/Douglas R. Bush/

CH \$40.00 78411339

Date:

06/06/2008

Total Attachments: 3

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TRADEMARK ASSIGNMENT

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05/02/2008
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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: 1			
Property Type	Number	Word Mark	
Serial Number:	78411339	ADVERTISING.COM	
CORRESPONDENCE DATA			
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		

CH 78411339 \$40.00

TO: DOUGLAS R. BUSH COMPANY: 1050 CONNECTICUT AVENUE NW

Total Attachments: 0

ASSIGNMENT DOCUMENT NOT NEEDED FOR CHANGE OF
NAME RECORDATION