

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: 1			
Property Type	Number	Word Mark	
Registration Number:	2577256	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		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	019428.00876		
NAME OF SUBMITTER:	Douglas R. Bush		
Signature:	/D.R. Bush/		
Date:	09/22/2008		

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