

**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
Adware Systems, Inc.		12/21/2004	CORPORATION: KENTUCKY

RECEIVING PARTY DATA

Name:	Mediaplex Systems, Inc.
Street Address:	5111 Commerce Crossings Drive
Internal Address:	Suite 200
City:	Louisville
State/Country:	KENTUCKY
Postal Code:	40229
Entity Type:	CORPORATION: KENTUCKY

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2810568	ORDER VALET
Registration Number:	2571875	@DVAULT
Registration Number:	2286002	ADVAULT
Registration Number:	2140173	ADWARE
Registration Number:	1237133	ADWARE
Registration Number:	2138322	ADWARE.COM
Serial Number:	78319120	MEDIA DASHBOARD

CORRESPONDENCE DATA

Fax Number: (312)236-7516  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 312 368 4000  
 Email: ch.tm@dlapiper.com  
 Correspondent Name: Amy C. Ziegler, DLA Piper LLP (US)  
 Address Line 1: P.O. Box 64807

CH \$190.00 2810568

Address Line 4: Chicago, ILLINOIS 60664-0807

ATTORNEY DOCKET NUMBER: 366981-3

NAME OF SUBMITTER: Amy C. Ziegler

Signature: /Amy C. Ziegler/

Date: 10/24/2008

Total Attachments: 2  
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Trey Grayson  
Secretary of State  
Received and Filed  
12/29/2004 3:48:08 PM  
Fee Receipt: \$40.00

ARTICLES OF AMENDMENT  
TO THE  
ARTICLES OF INCORPORATION  
OF  
ADWARE SYSTEMS, INC.

1. The name of the corporation is Adware Systems, Inc. (the "Corporation").
2. Article 1 (the "Amendment") of the Corporation's Articles of Incorporation is amended so that as amended it shall read in its entirety as follows:
  1. The Corporation's name shall be Mediaplex Systems, Inc.
3. The Amendment does not provide for an exchange, reclassification or cancellation of issued shares of the Corporation.
4. The Corporation has 100 shares issued, outstanding and entitled to vote on the Amendment. The Corporation has no other authorized class of stock. The Amendment set forth above was adopted by a written consent executed by all of the shareholders of the Corporation and dated December 21, 2004.
5. These Articles of Amendment shall be effective at 12:01 a.m., EST, January 1, 2005.

ADWARE SYSTEMS, INC.

By  \_\_\_\_\_

Title: *Secretary* \_\_\_\_\_

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COMMONWEALTH OF KENTUCKY  
TREY GRAYSON  
SECRETARY OF STATE

Trey Grayson  
Secretary of State  
Received and Filed  
11/18/2004 9:52:08 AM  
Fee Receipt: \$16.00



APPLICATION FOR RESERVED NAME

Pursuant to the provisions of KRS Chapter 271B, 273, 275 or 362, the undersigned hereby applies to reserve a name and for that purpose submits the following statements:

1. MEDIAPLEX SYSTEMS, INC.

is the proposed name to be reserved  as a corporate name (KRS 271B or KRS 273)  
 as a limited liability company name (KRS 275)  
 as a limited partnership name (KRS 362)

for a non-renewable period of one hundred and twenty (120) days.

2. The name and address of the applicant is

DONNA O'BRYAN  
(Type or print applicant's name)  
400 WEST MARKET STREET, 32ND FLOOR  
(Type or print applicant's address)  
LOUISVILLE KENTUCKY 40202  
City State Zip Code

*Donna O'Bryan*  
DONNA O'BRYAN  
Print or type name and title, if applicable

Date: NOVEMBER 17, 2004