

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mediaplex Systems, Inc.		10/06/2008	CORPORATION: KENTUCKY

RECEIVING PARTY DATA	
Name:	Mediabank/Mediaplex Holdings, LLC
Street Address:	600 West Chicago Avenue
Internal Address:	Suite 850
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60601
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

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
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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: 10/29/2008

Total Attachments: 2
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ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, MEDIAPLEX SYSTEMS, INC., a Kentucky corporation ("Assignor") is the owner of the trademarks (the "Trademarks") listed in the attached Schedule A; and

WHEREAS, MEDIABANK/MEDIAPLEX HOLDINGS, LLC, a Delaware limited liability company ("Assignee"), desires to acquire the entire right, title and interest in, to and under said Trademarks and registrations.

NOW, THEREFORE, for and in consideration of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, assign, transfer and set over to said Assignee all right, title and interest in, to and under the Trademarks together with any and all related common law rights and goodwill of the business symbolized by the Trademarks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made ("Assignment").

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

MEDIAPLEX SYSTEMS, INC.

By: William B. Hewitt
Name: William B. Hewitt
Title: President
Date: 10/6/08

STATE OF Kentucky)
COUNTY OF Jefferson) ss

Subscribed and sworn to before me this 6 day of Oct, 2008.

[Signature]
Notary Public

My Commission Expires: 10/3/2011

Schedule A

Trademark	Country	Status	Class	Application No. Application Date	Registration No. Registration Date
ADEXPENSE	U.S.	REGISTERED	35	75/689293 4/22/99	2557679 5/7/02
ADCLOCK	U.S.	RENEWED (REGISTERED)	9	74/674222 5/15/96	2012832 10/29/96
MEDIA DASHBOARD	U.S.	PENDING Intent to Use	9 42	78/219120 10/27/03	
ORDER VALET	U.S.	REGISTERED	9	78/192541 12/9/02	2810568 2/3/04
@DVAULT	U.S.	REGISTERED	39 41 42	75/741703 6/30/99	2571875 5/21/03
ADVAULT	U.S.	REGISTERED	35 39	75/267013 3/31/97	2286002 10/12/99
ADWARE	U.S.	REGISTERED	39 41 42	75/145927 8/5/96	2140173 9/3/98
ADWARE.COM	U.S.	REGISTERED	35	75/145928 8/5/96	2138322 2/24/98
ADWARE	U.S.	RENEWED (REGISTERED)	9	73/237076 11/13/81	1237133 5/10/83