

**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
WebSideStory, Inc.		05/09/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Visual Sciences, Inc.
Street Address:	10182 Telesis Court, 6th Floor
City:	San Diego
State/Country:	CALIFORNIA
Postal Code:	92121
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	3432537	HBX
Registration Number:	2174844	HITBOX
Registration Number:	2338002	STATMARKET
Registration Number:	2859232	WEBSIDESTORY
Registration Number:	2828829	WEBSIDESTORY
Registration Number:	2627375	W
Registration Number:	2174768	WEB SIDE STORY

**CORRESPONDENCE DATA**

Fax Number: (619)235-0398  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 6195253865  
 Email: docketing@procopio.com  
 Correspondent Name: Barry F. Soalt  
 Address Line 1: 530 B Street, Suite 2100  
 Address Line 4: San Diego, CALIFORNIA 92101

CH \$190.00 3432537

ATTORNEY DOCKET NUMBER:	109476-7
NAME OF SUBMITTER:	Barry F. Soalt
Signature:	/bfs/
Date:	01/09/2009
Total Attachments: 3 source=gj vs#page1.tif source=gj vs#page2.tif source=gj vs#page3.tif	

# Delaware

PAGE 1

*The First State*

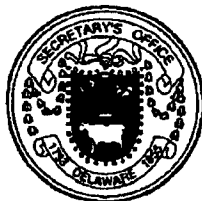
I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF OWNERSHIP, WHICH MERGES:

"WEBSITE SUBSIDIARY COMPANY", A DELAWARE CORPORATION, WITH AND INTO "WEBSIDESTORY, INC." UNDER THE NAME OF "VISUAL SCIENCES, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE NINTH DAY OF MAY, A.D. 2007, AT 9 O'CLOCK A.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

3205998 8100M

070538411



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5659952

DATE: 05-09-07

TRADEMARK  
REEL: 003916 FRAME: 0253

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 08:59 AM 05/09/2007  
FILED 09:00 AM 05/09/2007  
SRV 070538411 - 3205998 FILE

CERTIFICATE OF OWNERSHIP

MERGING

WEBSITE SUBSIDIARY COMPANY

INTO

WEBSIDESTORY, INC.

(Subsidiary into parent pursuant to Section 253 of the General Corporation Law of Delaware)

\*\*\*\*\*

WebSideStory, Inc., a corporation incorporated on the 13th day of July, 2000 (the "Corporation"), pursuant to the provisions of the General Corporation Law of the State of Delaware;

**DOES HEREBY CERTIFY:**

**FIRST:** That this Corporation owns 100% of the capital stock of WebSide Subsidiary Company, a corporation incorporated on the 4<sup>th</sup> day of May, 2007, pursuant to the provisions of the Delaware General Corporation Law and that this Corporation, by a resolution of its Board of Directors duly adopted at a meeting held on the 7<sup>th</sup> day of May, 2007, determined to and did merge WebSide Subsidiary Company with and into itself, which resolution is in the following words to wit:

**WHEREAS,** the Corporation lawfully owns 100% of the outstanding stock of WebSide Subsidiary Company, a corporation organized and existing under the laws of Delaware, and

**WHEREAS,** the Corporation desires to merge WebSide Subsidiary Company with and into itself and to be possessed of all the estate, property, rights, privileges and franchises of said corporation.

**BE IT RESOLVED,** that the Corporation merge WebSide Subsidiary Company with and into itself, with the Corporation being the surviving corporation in such merger, and that the Corporation assume all of WebSide Subsidiary Company's liabilities and obligations;

**RESOLVED FURTHER,** that an authorized officer of the Corporation be and he is hereby directed to make and execute a certificate of ownership setting forth a copy of the resolution to merge WebSide Subsidiary Company with and into the Corporation and to assume its liabilities and obligations, and the date of adoption thereof, and to file the same in the office of the Secretary of State of Delaware, and a certified copy thereof in the office of the Recorder of Deeds of New Castle County;

**RESOLVED FURTHER,** that the officers of the Corporation be and they hereby are authorized and directed to do all acts and things whatsoever, whether within or without the State of Delaware, which may be in any way necessary or proper to effect said merger; and

**RESOLVED FURTHER,** that the Corporation change its corporate name by changing Article FIRST of the Amended and Restated Certificate of Incorporation of this Corporation to read as follows:

NSD79684.1

034482-0006

FIRST: The name of the corporation (hereinafter the "*Corporation*") is Visual Sciences, Inc."

IN WITNESS WHEREOF, said parent corporation has caused its corporate seal to be affixed and this Certificate to be signed by an authorized officer this 9<sup>th</sup> day of May, 2007.

By:   
(Authorized Officer)

Name: Andrew Greenhalgh  
Title: Senior Vice President and General Counsel

NSD79684.1

038482-0006