

**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
Return Path, Inc.		03/06/2008	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

Name:	Authentic Response, Inc.
Street Address:	304 Park Avenue South
Internal Address:	7th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	2771221	NETCREATIONS
Registration Number:	2267844	100% OPT-IN
Registration Number:	2469058	POSTMASTERDIRECT
Serial Number:	78837843	AUTHENTIC RESPONSE
Serial Number:	78837845	AUTHENTIC VALIDATION
Serial Number:	78837838	AUTHENTIC RECRUITMENT

**CORRESPONDENCE DATA**

Fax Number: (215)832-5337  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (215) 569-5337  
 Email: casey@blankrome.com  
 Correspondent Name: Lisa Casey Spaniel  
 Address Line 1: Blank Rome LLP  
 Address Line 2: One Logan Square - 9th Floor

CH \$165.00 2771221

Address Line 4: Philadelphia, PENNSYLVANIA 19103-6998

ATTORNEY DOCKET NUMBER:	AUTHENTIC RESPONSE
NAME OF SUBMITTER:	Lisa Casey Spaniel
Signature:	/Lisa Casey Spaniel/
Date:	05/11/2009

**Total Attachments: 2**

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**TRADEMARK ASSIGNMENT**

**THIS AGREEMENT** is made effective as of March 6, 2008 ("EFFECTIVE DATE"), by and between RETURN PATH, INC., a New York corporation ("ASSIGNOR"), and AUTHENTIC RESPONSE, INC., a Delaware corporation, with an address at ~~56 West 22<sup>nd</sup> Street~~, New York, New York 10010 ("ASSIGNEE"). *304 Park Ave South*

**WHEREAS**, ASSIGNOR is the exclusive owner of, and has adopted and used, the trademarks listed in Appendix A for which it owns federal registrations and/or applications in the United States Patent and Trademark Office;

**WHEREAS**, ASSIGNEE is desirous of acquiring said trademarks and any and all registrations therefor;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, all of its rights, title, and interests in and to said marks and registrations, together with the goodwill of the business symbolized by and associated with said trademarks set forth on Appendix A.

**IN TESTIMONY WHEREOF**, ASSIGNOR has executed this Assignment by a duly authorized officer.

**RETURN PATH, INC.**

Dated: *March 6*  
~~February~~, 2009

By: *[Signature]*  
Name: *Matthew Y. Blumberg*  
Title: *CEO*

State of *New York* )  
County of *New York* ) ss: )

On this 17<sup>th</sup> day of *March* <sup>(M)</sup>, 2009, before me appeared *Matthew Y Blumberg*, the person who signed this instrument, who acknowledged that s/he signed it as a free act on behalf of Return Path, Inc.

*[Signature]*  
Notary Public

MICHAEL SENZ  
NOTARY PUBLIC-STATE OF NEW YORK  
NO 01SE6114952  
QUALIFIED IN NEW YORK COUNTY  
MY COMMISSION EXPIRES AUGUST 30, 2012

My Commission Expires: *08/30/2012*

**Appendix A**

<b>Mark</b>	<b>Registration No. (Application No.)</b>	<b>Registration Date (Application Date)</b>
NETCREATIONS	2,771,221	10/7/2003
100% OPT-IN	2,267,844	8/3/1999
POSTMASTERDIRECT	2,469,058	7/17/2001
AUTHENTIC RESPONSE	(78/837,843)	(3/15/2006)
AUTHENTIC VALIDATION	(78/837,845)	(3/15/2006)
AUTHENTIC RECRUITMENT	(78/837,838)	(3/15/2006)