

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Trademark Registrations	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
24/7 Real Media		08/03/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	WPP Properties		
Composed Of:	COMPOSED OF two general partners, Young & Rubicam Inc., a Delaware corporation, and Y&R Properties Holding One LLC, a Delaware limited liability company		
Street Address:	125 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2934145	24/7 SEARCH	
Registration Number:	3252855	24/7 REAL MEDIA	
CORRESPONDENCE DATA			
Fax Number:	(212)468-4888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2124684974		
Email:	jwildes@dglaw.com, jwatson@dglaw.com, chinton@dglaw.com, trademarks@dglaw.com		
Correspondent Name:	Joy J. Wildes		
Address Line 1:	Davis & Gilbert LLP		
Address Line 2:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	3023-461-0 (TM ASSIGN)		

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 REEL: 004040 FRAME: 0417**

NAME OF SUBMITTER:	Joy J. Wildes
Signature:	/Joy J. Wildes/
Date:	08/07/2009
Total Attachments: 1 source=TM Assignment Real Media#page1.tif	

ASSIGNMENT OF REGISTERED TRADEMARKS

WHEREAS, 24/7 Real Media, a Delaware corporation, located at 132 West 31st Street, New York, New York 10001 (hereinafter "Assignor") is the owner of the registrations listed below which are registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
24/7 SEARCH	2934145	March 15, 2005
24/7 REAL MEDIA	3252855	June 19, 2007

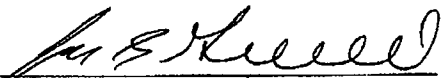
WHEREAS, WPP Properties, a Delaware Partnership, comprised of two general partners, Young & Rubicam Inc., a Delaware corporation, and Y&R Properties Holding One LLC, a Delaware limited liability company, having an address of 125 Park Avenue, New York, New York 10017, U.S.A., (hereinafter "Assignee") is the parent company of Assignor and is acquiring said registrations;

NOW, THEREFORE, the parties confirm that Assignor assigned unto Assignee all right, title and interest in and to said registrations, together with the goodwill of the business symbolized by the mark, and the above-identified registration thereof, and all rights to damages or profits due or accrued arising out of past infringement of the said registrations or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed effective as of this date.


August 03, 2009

24/7 Real Media

By: 
Name: Jon Greenwood
Title: Corporate VP - Global Operations

August 7, 2009

WPP Properties

By: 
Kevin Farewell
Vice President, Senior Tax Counsel